

trade news



MR DON BISHOP
ROOM 400

X-H

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 5, 1952

NBC BRINGS THE NATION COMPLETE, ACCURATE RESULTS
OF ELECTIONS WITH STAFF OF 300 FOR RECORD
COVERAGE ON RADIO AND TELEVISION

- - -

Monrobot Gives Early Forecast of Landslide;
Notables Watch Returns in Studio 8-H

NBC radio and television presented full and accurate election night coverage coast-to-coast as a distinguished audience thronged Studio 8-H in Radio City, New York, to watch the trained team of 300 men and women under direction of William R. McAndrew report the Eisenhower landslide.

Philco Corporation sponsored NBC's six hours of continuous up-to-the-minute reports on radio and television.

Notables in the arts, science and industry watched the Monrobot, widely heralded "electronic brain," predict General Eisenhower's election on the basis of incomplete returns three hours before Governor Stevenson conceded defeat.

NBC played host to more than 1,000 distinguished guests in Studio 8-H, which was transformed for the night into a vast, bustling news headquarters.

Among those present were Lord Montagu, Rex Harrison, Lilli Palmer, Lee Tracy, James Farley, Under Secretary for Air John Floberg, Richard Berlin, Dan Topping, George Weiss, Valerie Hobson,

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

THE NEW YORK PUBLIC LIBRARY

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2 - Election Coverage

Robert Montgomery, Gano Dunn, Faye Emerson, Jinx Falkenburg, Meredith Willson, Theodore Granik, Gabby Hayes, Jane Pickens, Maggi McNellis, Martha Rountree, Conrad Nagel, Bess Myerson and Randy Merriman.

NBC radio began reporting fragmentary returns at 8:00 p.m., EST, and continued on top of the news until 2:20 a.m., EST, Wednesday, after carrying Stevenson's concession from Springfield, Ill., and General Eisenhower's victory statement direct from his headquarters at the Commodore Hotel in New York.

NBC television, with Bill Henry as moderator and John Cameron Swayze as Presidential reporter, began its nationwide election returns coverage at 9:00 p.m., EST and continued until 3:00 a.m. Wednesday. Twice each hour NBC-TV stations reported local results, and at least once an hour televiewers were whisked from city to city across the nation for latest analyses of the voting in the different regions. Elmo Roper, noted public opinion analyst, was heard on radio and TV.

Merrill Mueller, George Hicks, Bob Murphy and H.V. Kaltenborn gave radio listeners the whole story of the election, while Ned Brooks, Richard Harkness gave televiewers full reports on Congressional and gubernatorial races. Morgan Beatty reported the amazingly accurate predictions of the Monrobot throughout the night. In all, audiences tuned to NBC radio and television heard 25 different commentators give the latest election results and trends.

Twelve National Cash Registers specially adapted for NBC television flashed the latest figures directly on the nation's TV screens as the Monrobot, guided by Marilyn Mason, a photogenic Ph.D. in mathematics, provided precise predictions of the outcome of the voting in key states like New York, Massachusetts and Illinois. The electronic

(more)

3 - Election Coverage

computer offered odds ranging from six to five up to three to one for Eisenhower as the ballot counts poured in. The machine also compared the trend of the voting this year to 1948 election figures with dramatic effect.

Seven TV cameras and 50 microphones were employed to carry the continuous reports from NBC's election night headquarters to the nation. Seventeen teletype machines connected to all major wire services and to NBC newsmen's posts throughout the country rattled off latest figures. NBC-TV cameras picked up commentators on five different "sets" in Studio 8-H, while TV mobile units stationed at Eisenhower headquarters in New York, Stevenson headquarters in Springfield, Ill., and in Boston, Washington, Chicago, Columbus, Detroit, Cleveland and Los Angeles provided the whole picture of the election.

Governor Stevenson himself followed the returns on NBC by means of a special two-hop microwave relay which brought the network's television coverage to Springfield, ordinarily beyond TV range.

NBC radio reports, supervised by Joseph Meyers, emanated from a commentator's table in Studio 8-H where Mueller, Hicks, Murphy, Kaltenborn, W.W. Chaplin, Kenneth Banghart, Ray Henle, Bill Fitzgerald and Bill Sprague kept listeners up-to-the-minute on returns. Time after time NBC radio was on the air with vital concessions or vote reports within a few seconds after the events occurred. James A. Farley conceded a Republican landslide during an on-the-air chat with H.V. Kaltenborn at 10:45 p.m., EST.

With last night's report of election results, NBC television and radio ended its year-long coverage of the most exciting Presidential

(more)

company offered good working conditions and to type up on their own for
the project as the public could be found in the market and wanted
the type of the entire this year to find similar things with

company's efforts.

Over IV camera and 35 microphones were equipped in every
the continuous reports from this station after connected to the
action. Government telegraph machine connected to all other with net-
work and to the network's power throughout the country. Working off
about fifteen. The TV camera placed in communication of this station
and "base" in station B-E while TV while other stations in the network
microphones in the room. Station's headquarters in London in 1977
and in Boston, Washington, London, Moscow, Havana, Havana and
Los Angeles provided the whole picture of the situation.

Despite government efforts, however, the network on the 15
years of a special two-day of news today with London the network's
technical coverage in Spanish, Italian, German, French, Russian
and other regions, supervised by London, Havana, Moscow, London
a commentator's office in London B-E where British, French, German,
Belgian, W. G. Berlin, London, London, and other still stations
and still stations have stations in London, London, London, London
with the BBC radio and the all other vital communication in the net-
work within a few minutes after the first broadcast. London, London,
London, a national station, worked in London and other B-E.

Continued at 10:45 P.M., 1977.

Also last night's report of several stations, BBC, London
and other station the year-long network of the most exciting transmission

4 - Election Coverage

campaign in recent history. From the first primary in New Hampshire last March until the final results were known, NBC newsmen covered the nation and followed the leading candidates to make televiewers and radio listeners more informed than they ever have been on the men and issues of the campaign. William R. McAndrew, manager of news and special events, was in charge of NBC's combined radio-TV campaign coverage.

Philco Corporation sponsored NBC coverage of both political conventions last July and of the election returns last night.

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NBC-New York, 11/5/52

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

November 6, 1952

PR-17A-9-45

CAST AND CREDITS FOR TV PREMIERE OF 'TROUBLE IN TAHITI,'
LEONARD BERNSTEIN'S OPERA, ON NBC NOV. 16

Leonard Bernstein's one-act opera, "Trouble in Tahiti," will be given its first television performance on Sunday, Nov. 16 (NBC-TV, 3:00 p.m., EST).

The 40-minute opera was performed at Brandeis University and Tanglewood, but this will be its first presentation in revised form. Bernstein has written the libretto as well as the music. He will conduct the performance himself.

Following are the cast and credits:

Sam	David Atkinson
Dinah	Beverly Wolff
Trio	Constance Brigham Robert Kole William Harder
Producer	Samuel Chotzinoff
Associate Producer	Charles Polacheck
Television Director	Kirk Browning
Audio Director	George Voutsas
Audio Engineer	John Evans
Technical Director	Robert Hanna
Settings by	William Riva
Costumes by	John Boxer

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TELEVISION OFFERS CREATIVE FUTURE FOR GRAPHIC ARTISTS,
SAYS SYLVESTER L. WEAVER JR. IN FOREWARD TO
BOB WADE'S BOOK, 'DESIGNING FOR TV'

Graphic artists and craftsmen have helped to shape techniques in television broadcasting and will continue to have a substantial equity in the future of both live and filmed programs, says Sylvester L. "Pat" Weaver, Jr., NBC vice president in charge of radio and television, in a foreward written for "Designing for TV," a new book on TV staging problems by Bob Wade, published Friday by Pellegrini and Cudahy, New York.

"In this great new industry, the artist, trained to interpret the intent of director and scriptwriter, can look forward to a creative and vocational future packed with challenges and opportunities. He will participate in the planning of an exciting and colorful enterprise whose cultural influence can be world-wide," Weaver wrote in this 250-page work on set designing, art direction, titling, costuming and make-up. "Designing for TV" contains many pictures of NBC productions, designed by Wade, Otis Riggs, Elwell, Frederick Fox, Robert Mackichan, Jan Scott, Paul Barnes, Herbert Andrews and others, as well as diagrams of unit sets, process shots and staging plans.

Wade, who for nine years was art director and later production facilities manager at NBC, developed standardized scenery for the network, along with titling devices and staging adjuncts now in regular use. He is production director for the P.J. Rotondo Co.

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NBC-New York, 11/6/52

NEWS

NBC RADIO
AMERICA'S NO. 1 NETWORK
RCA BUILDING
RADIO CITY, NEW YORK
PRESS DEPARTMENT

TAILORING SCRIPTS FOR 'HOLLYWOOD OPENING NIGHT' STARS
IS A COMPLEX, CROSS-COUNTRY OPERATION

- - -

ROSS DONALDSON, IN NEW YORK, IS IN CHARGE OF THE TASK

Custom-tailoring scripts for the stars of the new NBC-TV live show, HOLLYWOOD OPENING NIGHT, entails an almost-daily cross-country operation, although both performers and producing team are based on the West Coast.

This is because writing the scripts must be done in New York where Ross Donaldson, NBC's supervisor of Literary Rights and Story, negotiates that phase of the show. New York remains a better story market than Hollywood at present, Donaldson points out, because writers for TV in New York have been at it longer.

Preparing a script with a particular actor in mind and fitting it to showcase his special talents is perfectly feasible from the production end. The difficulty is getting firm commitments from stars in sufficient time to allow for this.

For example: Donaldson has at hand right now an unusual script that could introduce a new angle on Lincoln for February production. But where is the movie star, right for the role, who will sign a contract today for a February appearance?

Donaldson and his writers would be delighted to line up scripts and stars months ahead which would lessen pressure on everyone all along the line and allow ample time for the careful working out of each detail. The actors themselves would benefit from such long-range planning, since there would be abundant opportunity for as many changes and revisions as proved desirable.

(more)

THE UNITED STATES OF AMERICA

DEPARTMENT OF THE INTERIOR

BUREAU OF LAND MANAGEMENT

WASHINGTON, D. C. 20250

TO: DIRECTOR, BUREAU OF LAND MANAGEMENT

FROM: SAC, [illegible]

SUBJECT: [illegible]

RE: [illegible]

1. [illegible]

2. [illegible]

3. [illegible]

4. [illegible]

(more)

5. [illegible]

6. [illegible]

7. [illegible]

8. [illegible]

9. [illegible]

10. [illegible]

11. [illegible]

12. [illegible]

13. [illegible]

14. [illegible]

15. [illegible]

16. [illegible]

2 - Hollywood Opening Night

Meanwhile the "Hollywood Opening Night" staff does a meticulous job, frequently under time pressure, which entails many trans-continental phone calls.

Long before any script is written, the basic idea is checked with several sources. The opener, which starred William Bendix, came off during World Series time. Donaldson found a writer to do a baseball story. This was prepared first as a five-page "treatment," not a synopsis. Then it was checked by the national program manager, the advertising agency representative and the client's representative. For authenticity on its baseball references, NBC's Bill Stern was consulted. When all these people had approved, the script was written and submitted to Bendix.

Obviously all these screenings are time-consuming yet essential, and there again, an unhurried schedule is advisable.

Donaldson, whose job includes directing the search for NBC-produced dramatic shows, conducting literary investigations for programming and negotiating contracts with individual writers, was born in Indianapolis, Ind. He was graduated from the University of Indiana in 1939 and then worked briefly as a cub reporter on the staff of the Indianapolis Star (now the Star-News).

He left to do freelance writing, which he had begun as an undergraduate, then married the former Ruth Budenz and went to New Haven, intending to join the Navy. Writing offers changed his mind and he did editorial work for Little, Brown and Co., Boston publishers, and radio scripts for station WBZ in Boston.

Donaldson went into the Army in 1942 and eventually landed in Paris, where he joined the staff of Stars and Stripes. After the

(more)

3 - Hollywood Opening Night

war, he was with an Army historical unit in France before being mustered out in 1946. His wife and son had been living in New York while Donaldson was overseas, but upon his return they went to New Orleans. The writer and his wife both had long wanted to spend a few months in that city and wished to do so before their son, then three, was of school age. They spent nearly a year in an old house in the French Quarter.

Then they returned to New York where Donaldson got a job with Farrar, Straus, publishers (now Farrar, Straus and Young, Inc.) in charge of their college department, doing editing, promotion and scouting the country for academic writers. He was with Simon and Schuster, another publishing house, in similar capacity before joining NBC.

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NBC-New York, 11/6/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 7, 1952

NBC-TV'S ELECTION NIGHT COVERAGE HAD MORE VIEWERS THAN
ANY OTHER NETWORK, TRENDIX REPORTS IN 10-CITY SURVEY

Preliminary figures in a 10-city comparative Trendix rating show that coverage of the election returns by NBC television was witnessed by more viewers than that of any other network.

During the period from 9:00 to 11:00 p.m., EST, when the rating study was made, 60.9 percent of the television receivers in these markets were tuned to the election returns. NBC's share of this audience was 39 percent.

The highest half-hour of interest was from 9:00 to 9:30 p.m., when 64.9 percent of sets were in use. NBC's share of this viewing audience was 44 percent, one-third higher than the second network.

During the 8:00 to 9:00 p.m., EST, period, when NBC carried the "Buick Circus Hour" with election returns-bulletins, NBC's share of audience was 46 percent of sets in use. This was more than the combined share of the next two networks, which were carrying the election story.

The survey disclosed that the election results generated about 70 percent more viewing during the average minute than had the political conventions in Chicago last July.

It is estimated that 12,000,000 homes were watching the election returns during the average minute from 9:00 to 11:00 p.m.

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 7, 1952

ROSE BOWL FOOTBALL GAME ON NEW YEAR'S DAY
TO BE COVERED COAST-TO-COAST BY NBC-TV
AND RADIO, WITH GILLETTE AS SPONSOR

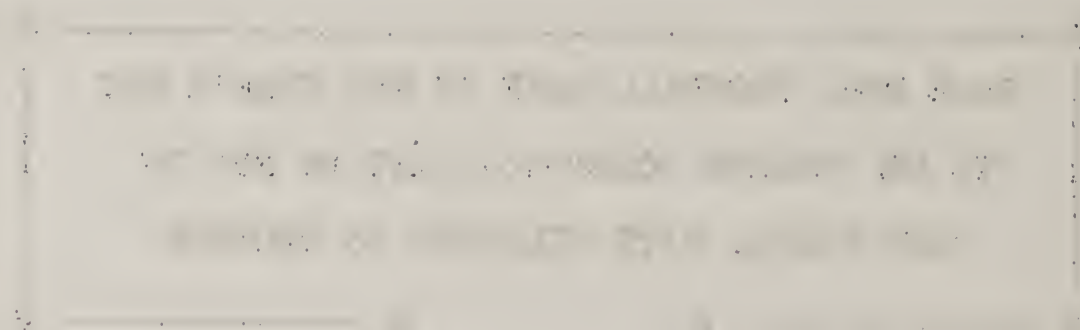
NBC will televise and broadcast the Rose Bowl football game in Pasadena, Calif., on New Year's Day, 1953, for the second consecutive year as a presentation of the GILLETTE CAVALCADE OF SPORTS from 4:45 p.m., EST, until completion. Gillette Safety Razor Company will sponsor the coast-to-coast coverage of the game on radio and television.

NBC and the Rose Bowl have been closely associated over the years. The nation's first coast-to-coast radio broadcast was Graham McNamee's play-by-play description of the 1927 Rose Bowl game, when Alabama trimmed Washington, 20 to 19. NBC broadcast the New Year's Day classic annually until 1948. In 1952, for the first time, fans across the country saw the Pasadena game on NBC television. The 1953 Rose Bowl game will again pit the Big Ten champion against the top team in the Pacific Conference. Sportscasters for this year's telecast and broadcast will be announced later. Maxon Inc. is the agency for Gillette.

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THE UNIVERSITY OF CHICAGO

1951



THE UNIVERSITY OF CHICAGO

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 7, 1952

NBC's COLONIAL THEATRE, MARVEL OF ELECTRONIC PROGRESS,
TO BECOME HOME OF TV 'YOUR SHOW OF SHOWS'

Lighting Control System with Remarkable Memory Is One
of Many New Features in New York Playhouse

FOR RELEASE MONDAY A.M., NOV. 10

NBC's Colonial Theatre, at 62nd Street and Broadway, New York City, will become the home of NBC-TV's YOUR SHOW OF SHOWS starting Saturday, Nov. 15 -- and it is a marvel of electronic progress in every aspect of engineering.

A new lighting system -- the most powerful and intricate ever used in television -- has been installed. It is called the Izenour Lighting Control System, is electronic, and can memorize five pre-set changes in lighting.

The lighting switchboard which has this remarkable memory looks like the organ at the Radio City Music Hall. Dimmers are remotely controlled by a system of electronic vacuum tubes in the basement of the theatre.

The system uses 520 lighting fixtures, requiring 100,000 feet of cable for the lighting system alone. The lighting console is capable of delivering 480 kilowatts simply by the flip of a button.

(more)

WILLIAM A. ROBERTS

1871-1947

WILLIAM A. ROBERTS, M.D., was born in 1871 in the town of ...
He received his medical education at the University of ...
and was licensed to practice in the State of ...
He was a member of the American Medical Association and the ...

THE WILLIAM A. ROBERTS FOUNDATION

The William A. Roberts Foundation was established in 1947 ...
to provide financial assistance to students who are ...
pursuing a course of study in the field of ...
The foundation was named in honor of Dr. Roberts ...
who was a member of the American Medical Association ...
and a member of the ...
The foundation was established in 1947 ...
to provide financial assistance to students who are ...
pursuing a course of study in the field of ...
The foundation was named in honor of Dr. Roberts ...
who was a member of the American Medical Association ...
and a member of the ...

2 - Colonial Theatre

There are 48 microphone outlets in the revamped theatre. There are also 20 microphone control positions in the audio-control booth, plus five master-control knobs on the same console -- and the current rumor is that Max Liebman, producer-director of "Your Show of Shows," is scouting around for an octopus with TV experience to operate the audio system at the Colonial.

Enough electrical power is fed into the Colonial, through a special copper bussing six inches wide and a half inch thick, to supply a community of 500 homes. The Consolidated Edison Company of New York has had to install a higher-powered transmitter in the street outside the Theatre to accommodate this power load.

There are 1,000 electronic tubes in the video system at the Colonial. Several alterations were made at Liebman's suggestion. For instance, the entire orchestra section is covered over, to give the TV stage greater area and the cameramen greater mobility. The studio audience will be accommodated in the mezzanine and balcony.

NBC will install its first electrically operated Hollywood-type Houston camera crane at the Colonial, where it can be operated without the restrictions of a narrow camera-dolly ramp. The Houston camera crane rises to a height of 11 feet, can be lowered to two feet, and can describe an arc 18 feet in diameter.

A pit for a low-angle camera with zoomar lens -- first used on "Your Show of Shows" in the International Theatre -- was constructed at Liebman's suggestion. The pit can be covered when it is not in use.

One of the stage boxes has been converted to an "isolation booth" for the choir on "Your Show of Shows." A large trap door --

(more)

3 - Colonial Theatre

large enough for flats, furniture and other props -- has been constructed at the rear of the stage to lower, by an elevator, those items into a storage room in the basement. There are also spacious store-rooms at the rear of the stage. A large cyclorama -- or back-drop -- has been constructed to Liebman's specifications. It is curved, and can be "flown" -- or hoisted by means of pulleys to the ceiling.

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NBC-New York, 11/7/52

BOB AND RAY, TWO GOOD NEIGHBORS, BRING KIT
OF CAMPAIGN IDEAS TO GOVERNOR OF MINNESOTA

Combining joshing with good neighborliness, NBC's satirical wits, Bob and Ray, presented Governor C. Elmer Anderson of Minnesota with a "Governor's Kit" during their visit to Minneapolis yesterday (Thursday, Nov. 6) to attend a trade show.

The kit, conceived by the two humorists, contained "Goober peanuts for gubernatorial elections, pabulum enriched with chlorophyll for use when kissing babies, a fence to straddle on, poker chips and a pinochle deck for use in smoke-filled rooms." The gift was accepted on the governor's behalf by his executive secretary, Jim Faber.

Bob Elliott and Ray Goulding were the guest stars at the annual Trade Dinner of the Association of Manufacturers Representatives that evening. They appeared at the invitation of Leslie G. Franch, Minneapolis district manager of the Colgate-Palmolive-Peet Company, which sponsors Bob and Ray on NBC radio Monday through Friday from 11:30 to 11:45 a.m., EST.

Station KSTP-TV, NBC's television affiliate in Minneapolis, filmed the arrival of Bob and Ray at Chamberlain Airport for telecast later that day.

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POP AND BOY, TWO GOOD NEIGHBORS, BRING KIT
OF CAMPBELL IDEAS TO GOVERNOR AS WINDMILL

Goulding, joking with good effectiveness, WBC's...
Miss, Bob and Ray, proposed Governor C. Elmer Anderson at...
with a "Governor's Kit" during their visit to Minneapolis...
(Thursday, Nov. 5) to attend a trade show.
The kit, conceived by the two humorists, contained "Candy"
pennies for gubernatorial elections, paper envelopes with...
for use when visiting babies, a fence to surround the...
a pinocchio test for use in smoke-filled rooms. "The kit was...
on the governor's behalf by his executive secretary, Jim...
Bob Elliott and Ray Goulding were the...
annual Trade Dinner of the Association of Minnesota...
that evening. They appeared at the invitation of...
Minneapolis district manager of the...
which sponsored Bob and Ray on NBC radio Monday...
11:30 to 11:45 a.m., EST.
Station KSTP-TV, WBC's television affiliate in...
followed the arrival of Bob and Ray at...
even later that day.

'DOUBLE TROUBLE' IS A DOUBLE PLEASURE;

AUTOBIOGRAPHY OF THE JONES TWINS

"Our life falls into three categories: the news business, the wars, and now we go quietly into old-age," write the Jones Boys, 26-year-old twins, in their autobiography, "Double Trouble," published by Little Brown and Company.

The book describes the adventures of Charlie and Gene Jones on four continents and how their NBC-TV films and front-page newspaper pictures were obtained. Full of wit, anecdote and handshakes with the world's great, "Double Trouble" is a rattling good tale of the life of the Jones Twins who look so much alike even their best friends have to look carefully to see if they're talking to Charlie or to Gene.

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MORT GAFFIN IS NAMED MANAGER OF TV PROMOTION UNIT

IN NBC'S SPOT SALES DEPARTMENT

Appointment of Mort Gaffin as manager of the TV promotion unit of NBC's Spot Sales Department was announced today by Harold Shepard, manager of sales development, advertising and promotion for Spot Sales.

Gaffin was recently a copywriter with Kenyon & Eckhardt, Inc. Prior to that he was with McCann-Erickson, Inc., as a promotion writer and contact for four years. He is a war veteran, with three years in the U.S. Air Force as a first lieutenant navigator.

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NBC-New York, 11/7/52

THE LIFE OF

THE LIFE OF

The life of this man is a story of the life of a man who was born in the year 1773 and died in the year 1843. He was a man of great energy and ability, and he was a man who was always ready to do his duty. He was a man who was always ready to do his duty.

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THE LIFE OF

CREDITS FOR 'THE BOB HOPE SHOW' ON NBC RADIO

PROGRAM: "The Bob Hope Show"

TIME: NBC radio, Mondays through
Fridays, 9:30 a.m., EST

STARTING DATE: Monday, Nov. 10, 1952

FORMAT: Humorous commentary series,
with guests.

STAR: Bob Hope

NBC PROGRAM MANAGER: Harry Bubeck

PRODUCER-DIRECTOR: Bill Lawrence

ANNOUNCER: Bill Goodwin

WRITERS: Howard Blake and Freddie
Fox

SPONSOR: General Foods Corp.

AGENCY: Young & Rubicam Inc.

ORIGINATION: NBC Hollywood

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 11, 1952

ROBERT L. WELCH, NOTED FILM PRODUCER, SIGNS
LONG-TERM CONTRACT WITH NBC

The signing of Robert L. Welch, one of the motion picture industry's top producers, to a long-term contract with the National Broadcasting Company, marks an important step for the network, which has long had its sights on outstanding creative talents for television.

In making this announcement, Sylvester L. Weaver, Jr., NBC's vice president in charge of the radio and TV networks, said that Welch will join NBC on Jan. 1, 1953.

Under the deal negotiated by Lester Linsk, representing Welch, and reported to be one of the most unique made in TV to date, Welch will create for NBC new TV properties, both live and on film. Additionally he will function as producer-director of his programs as well as supervise the writing of these shows.

Welch for the past seven years has been under contract to Paramount Pictures, where he has produced many of their top grossing pictures, including "Paleface," "Sorrowful Jones," "Mr. Music" and "Fancy Pants." His most recent production, "Son of Paleface," on which he also collaborated as screen play writer, is currently enjoying critical and box-office acclaim.

Prior to joining Paramount, Welch was one of the top creative showmen of radio.

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NATIONWIDE SEARCH IS ON TO FIND

'BECAUSE OF YOU' GIRL

In key cities throughout the country, NBC-TV's "The Big Payoff" show and Universal-International Pictures are looking for the "Because of You Girl," with the cooperation of local department stores and TV stations.

Based on the movie, "Because of You," starring Loretta Young and Jeff Chandler, the national "Because of You Girl" will win an all-expense-paid trip to New York and a modeling contract on "The Big Payoff." Cities in which contests are being held include Birmingham, Boston, Chicago, Charlotte, Dayton, Detroit, Erie, Grand Rapids, Jacksonville, Kalamazoo, Los Angeles, Muskegon, Pontiac, Wyandotte, Lancaster, Memphis, Nashville, Rochester, Salt Lake City, Seattle, San Francisco, Wilmington and Washington, D.C.

"The Big Payoff" is presented Mondays through Fridays (NBC-TV, 3:00 p.m., EST).

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NBC-New York, 11/11/52

From: The Annual Meeting of the
National Conference of Christians and Jews
Mayflower Hotel, Washington, D.C.
November 11, 1952

SARNOFF SAYS RELIGION AND SCIENCE

OFFER BEST HOPE FOR ENDURING PEACE

Creation of "One World in Truest and Greatest Sense" envisaged by
RCA Chairman in Armistice Day Address Before Annual Meeting of
National Conference of Christians and Jews
in Washington

- - -

WASHINGTON, D.C., Nov. 11 -- Two of the most potent forces in civilization - religion and science - can be used to create "One World" in its truest and greatest sense, Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, declared here today in an address before the annual meeting of the National Conference of Christians and Jews.

"Through religion," said General Sarnoff, "we can minimize the evils of greed, intolerance and lust for power.

"Through science, we can reduce the physical burdens of mankind, make the earth more fruitful, create plenty in the place of scarcity, break down the barriers of ignorance and misunderstanding and make life more meaningful for everyone.

"We know that peace and brotherhood are the common aims of the vast majority of mankind, yet today we live in two worlds instead of one. This is because a few wicked and ruthless leaders who dominate

(more)

about the annual meeting of the
National Conference of Christians and Jews
Mytrower Hotel, Washington, D.C.
November 11, 1958

BARROFF SAYS RELIGION AND SCIENCE
GIVEN FIRST HOPE FOR IMPROVING PEACE

Creation of "One World in Trust" and "One World in
Action" in America before annual meeting of
National Conference of Christians and Jews
in Washington

- - -

WASHINGTON, D.C., Nov. 11 -- Two of the most potent forces in
civilization - religion and science - can be used to create "One World"
in its truest and greatest sense, Barroff, Chairman
of the Board of the Radio Corporation of America, declared here today
in an address before the annual meeting of the National Conference of
Christians and Jews.

"Through religion," said General Barroff, "we can minimize
the evils of greed, intolerance and lust for power.
"Through science, we can reduce the physical burden of man.
Kind, make the earth more fruitful, create harmony in the place of
discord, break down the barriers of ignorance and misunderstanding
and make life more meaningful for everyone.

"We know that peace and brotherhood are the common aims of
the vast majority of mankind, yet today we live in one world and
at one time. This is because a few wicked and foolish leaders have

(more)

hundreds of millions of their victims have trampled upon religion and all its spiritual values and have misused science for their evil purposes.

"We may face this threat, however, with the knowledge that religion and science can be far greater forces for good than they are for evil. The vitality of the human spirit that pulses with renewed vigor against aggression and slavery, against prejudice and persecution, against hypocrisy and censorship, is certain to triumph over such sinister forces."

General Sarnoff recalled that following the Armistice 34 years ago, hopes and prayers for an enduring peace faded with the years, and peace finally was blasted by a Second World War.

"Only seven years have passed since the second global conflict ended," he pointed out. "But the peace that followed once more has failed to be steadfast..

"Today, we are fighting again for freedom and justice. This time, in Korea. In the words of Kipling, there is 'no discharge in the war.' Indeed, we meet on this Armistice Day under clouds of war and under the threat that the storm may spread.

"Yet, as fervent as ever in American hearts is the deep desire to live in peace and world brotherhood. Our goal remains the same and we will not abandon our purpose and our hope.

"Our hope springs from the knowledge that peace and brotherhood can be achieved."

America furnishes a dramatic example of what a society based on brotherhood can produce, he continued, adding: "And we have the responsibility to give other nations a true picture of what we have built here. We can give much more to the world than the production

(more)

line, or the telephone or television. All of these things - all the things we have produced - stem from our way of life...and it is that way of life itself which is the finest product we can offer to the world."

Science makes it possible to pierce the iron curtains and open the doors to the minds of men, declared General Sarnoff, recounting how radio, television, motion pictures and other means of mass-communications now are available to serve mankind everywhere. He said that science also can help to deter an aggressor and may even prevent another world war.

"The great hope for a peaceful world," he emphasized, "depends upon an understanding and an acceptance of the spiritual precepts, the moral values and the virtues of tolerance and brotherhood. In studying the lives of the scientists, we find their love of nature was generally linked to a devout spirit.

"Throughout the ages scientists have marveled at the communion of Nature's forces all working together. From the energy produced by electrons and atoms there is a lesson that humanity can learn of the power of individuals working together in harmony. Indeed, science preaches a great sermon of brotherhood.

"Scientists have seen this truth applied to their own activities. They have beheld the importance of a brotherhood among them which transcends racial, religious and geographical boundaries. Whether pathfinders, pioneers or inventors, they come to realize that in their achievements they have built upon the foundation of ideas and theories established, possibly long years ago, by their brothers in science.

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"Men must learn to live and work together or all will perish together. This concept of the relationship between men is not new. The ideal of brotherhood has pervaded the teachings of all religious thinkers - Christians, Mohammedans and Jews alike - whose moral and philosophic precepts form the bedrock of our modern institutions and culture. And this concept, as we all know, is basic to a true democratic way of life."

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NBC-New York, 11/11/52

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 12, 1952

76 FIVE-MINUTE PERIODS ON 'TODAY' ARE SOLD
AS SEVEN LEADING ADVERTISERS BUY TIME

The continuing growth of sponsor interest in TODAY, NBC-TV's early morning news and special events program, has resulted in the sale of 76 five-minute periods between now and the end of December, according to John K. Herbert, NBC vice president in charge of Radio and Television sales.

Seven leading advertisers are represented by the new sales, which were negotiated during the past few weeks.

"Today's" new sponsors and their advertising agencies are: The Parker Pen Company (J. Walter Thompson Co.); Curtis Circulation Company (Batten, Barton, Durstine & Osborn, Inc.); Murine, Inc. (Batten, Barton, Durstine & Osborn, Inc.); Eastco, Inc. (Ruthrauff & Ryan, Inc.); Dictograph Products, Inc. (Buchanan & Co.); Ponds Extract Company (J. Walter Thompson Co.); and Sawyer's Inc. for Personal Cameras (Carvel, Nelson & Powell Advertising).

"Today," with Dave Garroway, is seen over the NBC-TV network Mondays through Fridays, 7:00 to 9:00 a.m., EST and CST.

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EKCOWARE PRODUCTS COMPANY NOW SPONSORS WEEKLY,
15-MINUTE SEGMENT OF 'WELCOME TRAVELERS'

Ekcoware Products Company is now sponsoring a weekly, 15-minute segment of WELCOME TRAVELERS, NBC-TV's popular audience-participation program.

The company, which manufactures kitchen ware, began sponsoring the 3:30 to 3:45 p.m., EST, portion of the show every Monday, effective Nov. 3. The contract for nine weeks was placed by Dancer-Fitzgerald-Sample, Inc.

"Welcome Travelers" also is sponsored by Procter & Gamble Company, 3:45 to 4:00 p.m., EST, Mondays through Thursdays; and on Fridays by Helene Curtis Industries, Inc., 3:30 to 3:45 p.m., EST, and Shwayder Brothers, 3:45 to 4:00 p.m., EST.

The program is seen over NBC-TV Mondays through Fridays from 3:30 to 4:00 p.m., EST.

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NBC-New York, 11/12/52

12-15-55

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November 12, 1952

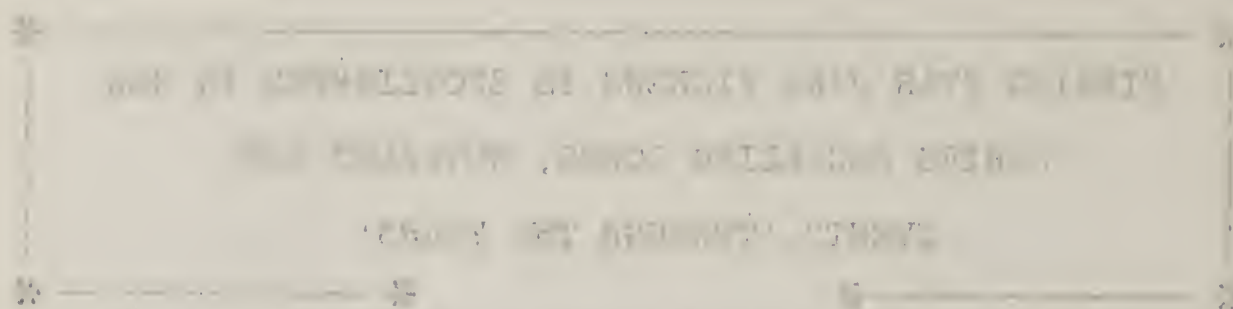
SINGING STAR JANE PICKENS IS SPOTLIGHTED IN NEW
SERIES RECALLING SONGS, NOTABLES AND
EVENTS 'THROUGH THE YEARS'

Jane Pickens, NBC singing star, is spotlighted in a new radio series, "Through the Years," Thursdays from 10:35 to 11:00 p.m., EST (starting Nov. 13).

The program will recapture highlights of past years through recorded flashbacks of actual historical events and people. Miss Pickens, accompanied by the NBC concert orchestra under direction of Frank Black, will sing songs of the years recalled in the broadcast. The program on Nov. 20 will feature the voices of the late Fanny Brice, Caruso and President Warren G. Harding. "Through the Years" is written by George Lefferts and produced and directed by George Wallach.

Miss Pickens will continue to be heard on her daytime program, "The Jane Pickens Show" on NBC radio (network except WNBC, 2:00 p.m., EST).

Jane Pickens has had a notable career which has brought her success in many fields. She first won national prominence as a member of the famous Pickens Sisters singing group. On Broadway she has appeared in several shows, giving a memorable performance in the presentation of Marc Blitzstein's dramatic opera, "Regina." When Miss Pickens sang and acted the taxing title role in the rigorous Broadway schedule of eight performances a week, she achieved a personal triumph.



THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO
THE UNIVERSITY OF CHICAGO

The University of Chicago is a private research university located in Chicago, Illinois. It was founded in 1837 and is one of the oldest and most prestigious universities in the United States. The university is known for its commitment to academic excellence and its diverse range of research and teaching programs. It has a long history of producing world-class scholars and leaders in various fields of study. The university's campus is located in the Hyde Park neighborhood of Chicago and is home to over 10,000 students and faculty members. The University of Chicago is a member of the Association of American Universities and is ranked among the top universities in the world by various international ranking agencies.

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an NBC Feature

* ————— *

FROM SHANTY TO PALACE, SPLINTER TO GIANT TREE,
NBC STAGING SERVICES PROVIDE FOR TV SHOWS

* ————— *

Although the wall that shakes when a door is closed and similar embarrassments were eliminated by NBC through the use of solid scenery as long ago as 1946, NBC perfectionists continue with refinements of practical windows and doors and other details of the system.

NBC realized, at the beginning of the post-war resurgence of the medium, that such was a basic need of video.

The largest stock of solid practical scenery in television has been available at NBC since last April. Added since then have been such items as corbels, pilasters, columns and railings, which give the appearance of solid architectural units but actually are very light in weight but sturdy in construction and durability.

From this stock, NBC Staging Services can construct anything from a shanty to a palace.

Much of the careful testing done at Staging Services never comes to public attention since an important part of the responsibilities of this department is the pre-testing of new developments and materials, in order to avoid use of those which, while they might seem promising, will not stand up under heavy use. Such an example, for instance, would be the too-brittle masonite, for flats. Plastic-coated standard trim moldings with an adhesive backing have been found to save the expensive and time-consuming process of nailing in the conventional manner and later having to remove the nails. The adhesive backing makes it possible to pull the trim off quickly and easily.

(more)

2 - NBC Staging Services

Stock is made particularly flexible by use of special hinged corner posts, pilasters, platforms to provide elevation, railing and banister units of all architectural periods. There are windows of any type, from a Gothic church stained glass to modern picture windows. And there are doors to match. The designer has a choice of many different types of fireplaces which fit into any standard flat. All these things can be provided from stock without having to be built for the occasion.

Forest scenes and other natural settings have been included in the plastics area development. Staging Services now has a stock of very light but strong plastic "natural" rocks ranging from 18 inches to approximately six feet in diameter. From them can be assembled a pile large enough for a Wagnerian opera. The designer has these same rocks in miniature scale with which to model his preliminary design.

NBC Staging Services specialists keep an eye peeled for super de luxe extras. One such acquisition is the tree that didn't grow in Brooklyn but now has been sent there for storage. It's the fabulous and much praised creation which was used in the stage setting of "The Grass Harp." NBC acquired it for use in a television presentation of "The Grass Harp" on "Kraft Television Theatre." It's in hundreds of pieces, which fill two trucks when transported from storage to studio, and, like the plastic rocks, can be used in any combination of parts. When fully assembled, the tree is 22 feet high with a spread of 35 feet.

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an NBC Feature

'GRAND OLE OPRY,' FAMOUS PROGRAM OF COUNTRY MUSIC
AND OLDEST CONTINUOUS COMMERCIAL RADIO SHOW,
TO MARK 27th ANNIVERSARY ON AIR NOV. 22

An institution in American radio, NBC's GRAND OLE OPRY, the oldest continuous commercial program in radio history, will celebrate its 27th anniversary on the air on Saturday, Nov. 22 (NBC radio, 9:30 p.m., EST).

Nearly 5,000,000 persons have come to Nashville to see the "Opry" since its initial broadcast in November, 1925, and it has not missed a Saturday night show since that date.

Founder of the program was George D. Hay, a reporter for the Memphis Commercial Appeal who later became known as the Solemn Old Judge. Shortly after the end of World War I, Hay's newspaper sent him to cover the funeral of a war hero, who was the son of a prosperous farmer in the Ozarks 30 miles from Mammoth Spring, Ark. After he filed his story, Hay spent a day in town. This is what he wrote of this experience, 30 years later:

"In the afternoon we sauntered around the town, at the edge of which hard by the Missouri line there lived a truck farmer in an old railroad car. He had seven or eight children, and his wife seemed to be very tired with the tremendous job of caring for them. We chatted for a few minutes, and the man went to his place of abode and brought forth a fiddle and a bow.

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TO THE HONORABLE MEMBERS OF THE HOUSE OF REPRESENTATIVES
 OF THE STATE OF NEW YORK
 IN SENATE CHAMBERS, ALBANY, JANUARY 18, 1891.

ALBANY, JANUARY 18, 1891.
 I have the honor to acknowledge the receipt of your letter of the 14th inst., and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,
 Yours very truly,
 J. B. ALLEN, Secretary.

Enclosed for the proper authorities are two copies of the report of the Committee on the subject of the proposed amendment to the Constitution, which was adopted by the Senate on the 14th inst. The report contains a full statement of the facts and circumstances connected with the proposed amendment, and also a statement of the views of the Committee thereon. It is respectfully requested that you will forward the same to the proper authorities for their consideration.

I am, Sir, very respectfully,
 Yours very truly,
 J. B. ALLEN, Secretary.

Very truly,
 J. B. ALLEN, Secretary.

2 - 'Grand Ole Opry'

"He invited me to attend a 'hoedown' the neighbors were going to put on that night until 'the crack of dawn' in a log cabin about a mile up a muddy road. He and two other old-time musicians furnished the earthy rhythm. About 20 people came. There was a coal oil lamp in one corner and another in the 'kitty corner.' No one has ever had more fun than those Ozark mountaineers did that night. It stuck with me until the idea became the 'Grand Ole Opry' seven or eight years later."

When radio broadcasting began several years later, Hay entered the new field, organizing a program over WLS in Chicago, which later became known as the National Barn Dance. At that time there were no networks upon which to depend for programming, and the era of the disc jockey was far in the future. Live programming was the order of the day. For talent, radio stations depended upon musicians available in their own localities, few of whom were professional. When George Hay came to Nashville, he recognized at once the great wealth of folk music material and talent available in the farms and hills of Tennessee. Calling himself the "Solemn Old Judge," he launched the "WSM Barn Dance" on Nov. 28, 1925 -- a program that was later to evolve into the current "Grand Ole Opry."

Today the "Opry" has become the nation's foremost exponent of country music and the principal agency through which Nashville has become the folk music capital of the world. An average of 5,000 people attend the show in the Ryman Auditorium each week, and more than 10,000,000 hear it on the air. The actual show, which runs four and a half hours every Saturday night, from 7:30 p.m. to midnight, is

(more)

"He invited me to attend a 'town' the neighbors were going to put on that night until 'the town of down' in a log cabin about a mile up a muddy road. He and two other old-time musicians furnished the party rhythm. About 20 people came. There was a good old lamp in one corner and another in the 'kitty corner'. No one had ever had more fun than those Ozark mountaineers did that night. It stuck with me until the time became the 'Grand Ole Opry' seven or eight years later."

When radio broadcasting began several years later, Ray entered the new field, continuing a program over WLS in Chicago which later became known as the National Barn Dance. At that time there were no networks upon which to depend for programming, and the end of the day today was far in the future. Each programming was the order of the day. Ray called, radio stations depended upon musicians available in their own territories. Two of whom were professional. When George Ray came to Nashville, he recognized at once the great wealth of folk music material and talent available in the farms and hills of Tennessee. Calling himself the "Solemn Old Judge," he launched the "WMB Barn Dance" on Nov. 28, 1925 - a program that was later to evolve into the current "Grand Ole Opry."

Today the "Opry" has become the nation's foremost exponent of country music and the principal agency through which Nashville has become the folk music capital of the world. An average of 2,000 people attend the show in the Ryman Auditorium each week, and more than 10,000,000 hear it on the air. The Barn Dance, which runs from 7:30 p.m. to midnight, is and a half hours every Saturday night.

broadcast locally in its entirety by Station WSM in Nashville, and is heard over the entire NBC network from 9:30 to 10:00 p.m., EST, under sponsorship of the R.J. Reynolds Tobacco Company (for Prince Albert Smoking Tobacco).

Approximately 200 assorted entertainers, with Red Foley as emcee and host, entertain "Opry" fans from most of the 48 states. It's a rare occasion when automobile licenses from at least 30 states can't be checked in nearby parking lots. Reserved seats are sold out for more than two months in advance, and the line for unreserved seats starts forming outside the Ryman by mid-afternoon on Saturdays. When the show starts at 7:30, not a spare seat can be found in the 4,000-capacity horseshoe-shaped auditorium. Originally a tabernacle, the Ryman Auditorium was built in the 1880s for evangelist Sam Jones, and it still has the original pews of thick oak, arranged in concentric semi-circles.

To the radio audience, the "Grand Ole Opry" is a big, fast-moving country jamboree. To the live audience in the Ryman Auditorium, it is a hillbilly extravaganza. More than 125 artists -- the stars and their "side men" -- perform before the microphones so spontaneously and seemingly unplanned that the clocklike precision of the timing seems unbelievable. Although the show plays to a large live audience, it is presented as a radio program with a live audience, rather than a stage show that is being broadcast. The artists play first to the microphone and second to the audience.

To a stranger, this audience rivals the stage opus in color and interest. Entire families are present, including all the children and even babes in arms. Families usually bring basket suppers and

patrons may purchase popcorn, ice cream or soda from the boys who hawk their wares up and down the aisles and across the front of the house.

Even the stage hands contribute to the radical departure from the usual formality of a radio program. Recently, a bit of overcrowding caused the back of a pew to break off. The backstage carpenter went out front and quickly and noisily repaired the damage. If the hammer blows bothered either audience or performers, none raised any objection. He merely took up a hammer and beat in rhythm to Red Foley and "Tennessee Saturday Night."

By about 10 o'clock, even though the show has been on the air for two and a half hours, the line of fans waiting to get into the auditorium still extends around the block. About this time someone steps before the footlights and requests that some of the folks go home and give the others a chance to get in. But even this maneuver does not always accommodate the overflow crowd, and on occasion "Grand Ole Opry" has presented a repeat show at midnight.

The popularity of "Grand Ole Opry" and country music has been spread beyond American shores by U.S. armed forces. In 1949, a survey was made among U.S. airmen stationed in Europe to determine what radio show they wanted most to tour their bases. "Grand Ole Opry" won by a landslide. As a result, a large group of Opry artists made a flying trip to air bases in the Azores, Europe and Iceland.

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patrons may purchase popcorn, the owner of each bar now has
their wares up and down the aisles and across the floor of the house.

From the stage bands contribute to the radical atmosphere
from the usual formality of a radio program. Recently, a lot of
crowding around the back of a bar to drink. The crowded
set went out front and put in and out of the dance. It
the houses alone bothered other audience or performers, and raised
any objection. He merely took up a hammer and beat in rhythm to the
Foley and "Tennessee Saturday Night."

By about 10 o'clock, even though the show had been on for
all for two and a half hours, the time of each waiting to get into the
auditorium still extends around the block. From this time someone
steps before the footlights and requests that some of the roles be
done and give the others a chance to see it. But even this measure
does not always accommodate the overflow crowd, and on occasion "Grand
Old Party" has presented a repeat show at midnight.

The popularity of "Grand Old Party" and country music has
been spread beyond American shores by U.S. Armed Forces. In 1945 a
survey was made among U.S. Armed Forces in Europe of the
what radio show they wanted most to hear with them. "Grand Old Party"
won by a landslide. As a result, a large group of G.I. artists were a
fixing trip to the bases in the Soviet, British and Indian.

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 13, 1952

NBC ANNOUNCES COMMERCIAL TESTING SERVICE FOR CLIENTS

- - -

Move Is Unprecedented in Broadcast Advertising History:

New Report Released, Based on Schwerin Research,

For Greater Effectiveness of TV Commercials

FOR RELEASE MONDAY A.M., NOVEMBER 17, 1952

In a move unprecedented in broadcast advertising history, the National Broadcasting Company has announced a commercial testing service for its network television clients. Under the plan, NBC is making available facilities for producing experimental television commercials and testing them before special audience groups.

At the same time the network released a new research report entitled "How to Increase the Effectiveness of Television Commercials." This study has been developed out of research conducted by the Schwerin Research Corporation and is being shown by the network to interested agencies and advertisers.

In announcing the results of the study and the network's plans for the commercial testing service, John K. Herbert, vice president in charge of radio and television network sales, said:

(more)

2 - Testing Service

"NBC's publication of the report and its new service are both designed to help advertisers win even greater returns from their television campaigns. These unique contributions underline our belief that the network has a continuing responsibility to the users of the medium. That is also why we established a merchandising service last year."

Both the plan for testing commercials and the presentation of the research report were developed under the supervision of Ruddick C. Lawrence, director of Promotion, Planning and Development at NBC.

"Our research into sales effectiveness shows wide differences in what television advertisers are getting for their money," Lawrence said. "We found, for example, that two advertisers were reaching about the same number of people at about the same cost. Yet one advertiser was getting eight times as many extra customers per dollar as his competitor."

"We at NBC have been concentrating on building great shows to attract the all-set, all-family circulation. Obviously, that's the most important job we can do for the advertisers. However, it appears that in many cases improving the commercial -- as well as increasing the rating -- may actually produce tremendous sales returns. This points up again the importance of the creative man and is one of the real frontiers for advertising. We hope this report will stimulate further study of ways to increase commercial effectiveness and that the commercial test plan may be a practical contribution toward helping advertisers get the most from their television dollars."

The Test Commercial Service, available at cost to advertisers using the NBC television network, provides a way of pre-testing sales

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"The Commission of the European Communities has been established to help develop the economic and social situation of the European countries. The Commission is responsible for the implementation of the policies of the Council of Ministers and the Parliament. It also has the power to propose legislation and to manage the Community's budget. The Commission is composed of representatives from each of the member states, and its President is elected by the Council of Ministers for a five-year term. The Commission's work is carried out in a number of departments, each responsible for a specific area of the Community's activities. The Commission's main task is to ensure that the policies of the Council of Ministers and the Parliament are implemented correctly and to report to them on the progress of the Community's work. The Commission also has the power to initiate legislation and to propose amendments to existing laws. The Commission's work is carried out in a number of departments, each responsible for a specific area of the Community's activities. The Commission's main task is to ensure that the policies of the Council of Ministers and the Parliament are implemented correctly and to report to them on the progress of the Community's work. The Commission also has the power to initiate legislation and to propose amendments to existing laws."

Both the plan for the future and the Commission of the European Communities were established under the supervision of the Council of Ministers and the Parliament. The Commission is responsible for the implementation of the policies of the Council of Ministers and the Parliament. It also has the power to propose legislation and to manage the Community's budget. The Commission is composed of representatives from each of the member states, and its President is elected by the Council of Ministers for a five-year term. The Commission's work is carried out in a number of departments, each responsible for a specific area of the Community's activities. The Commission's main task is to ensure that the policies of the Council of Ministers and the Parliament are implemented correctly and to report to them on the progress of the Community's work. The Commission also has the power to initiate legislation and to propose amendments to existing laws. The Commission's work is carried out in a number of departments, each responsible for a specific area of the Community's activities. The Commission's main task is to ensure that the policies of the Council of Ministers and the Parliament are implemented correctly and to report to them on the progress of the Community's work. The Commission also has the power to initiate legislation and to propose amendments to existing laws."

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3 - Testing Service

ideas, so that ultimate on-the-air commercials will have the benefit of test experience. NBC will schedule times in its New York studios for the rehearsal and shooting of rough commercials. These will be kinescope recorded and later played back to Schwerin test audiences to determine how well the sales points get across to the public.

In the interest of speed and economy, these test commercials need not meet finished production standards. Simple settings, a minimum of props and performers, and limited camera work can serve the purpose, for the primary objective is to determine the relative superiority of various copy approaches. The commercials are not to be used on the air.

This test service will also be given to any NBC radio network advertiser who may wish to pre-test radio commercials in similar fashion.

The conclusions contained in "How to Increase the Effectiveness of Television Commercials" were based on tests of approximately 2,000 different television commercials for several hundred different nationally-advertised products. The purpose of the tests was to discover what sales points were best remembered and why they were remembered.

Each commercial was tested at audience reaction sessions. Immediately after seeing programs in which the commercials had been inserted, the viewers were requested to write down the brand name of the product advertised and everything about it they remembered having seen or heard in the commercial. At a later point in the sessions, they were asked whether they believed certain key claims made in the commercial.

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The information gained from the viewers was analyzed and refined into general principles which serve as guideposts to more effective television commercials. These principles, all backed up by substantial case histories, are:

1. Correlate audio and video.
2. Demonstrate.
3. Keep it simple.
4. Use the right presenter.
5. Keep the setting authentic.

The importance of correlating audio and video was shown in a study of two commercials for a television receiver. Commercial "A" had an announcer standing beside a receiver and telling of a special engineering feature. That feature received only five responses per 100 viewers in tests. Commercial "B" has the announcer standing beside an exposed chassis of a television receiver. He told the same engineering story but pointed at the special feature as he spoke of it. The response to this commercial was 41 per 100 viewers, or eight times more recall when the picture and sound told the same story simultaneously.

The importance of demonstrating a product was shown in case histories in which a kitchen cleanser was shown in actual use; a model washed her hair with a shampoo which produced much more suds than that used by another model with an unnamed shampoo; and a side of meat was shown actually being trimmed away to get down to the choicest portion of meat which went into the package.

A case history of two cigarette commercials conveyed the principle of "keep it simple." The first version tested had all the marks of a major production. Within a period of 60 seconds, it

(more)

5 - Testing Service

introduced no less than 10 scenes. The announcer was shown extolling the product. Then in rapid succession came a product shot, a testimonial from an athlete, a second announcer, a shot of the product in use, another testimonial, etc. The score for this expensive commercial was 13 responses per 100 viewers. The commercial was simplified to three basic elements: a picture of the product with voice over, a testimonial by a housewife, and a final close-up of the product. This treatment won 32 responses per 100 viewers.

An interesting revelation of the study was that a commercial message often could be told most effectively in less time. The selling message in a commercial on a food product was condensed into a version which ran 40 seconds shorter. It drew 61 responses per 100 viewers, against a score of 54 for the longer version, by telling the story simply and quickly.

The importance of using the right presenter was shown in a commercial for a prepared mix. To illustrate the claim that this product made it simple to achieve perfect baking results, a chef was pictured pulling some pastry from the oven, explaining how easy it was to achieve consistent baking results. In another approach the same demonstration was made by a little girl. The first commercial won 16 responses per 100 viewers versus 73 when the child was the presenter.

The study concludes, "It becomes increasingly clear that the findings put a premium on good thinking and bold imagination. These principles are not tricks which automatically turn out good commercials; they merely establish boundaries marking off the wide areas in which creative initiative has full play. But we do feel the advertiser who keeps these principles in mind can substantially raise the performance level of his TV commercials."

(more)

"How to Increase the Effectiveness of Television Commercials," which is in the form of a slide presentation and an attractive 48-page illustrated book, is another of the extensive research studies on the influence of television advertising that NBC has made during the expansion of the medium.

The NBC network published "The Hofstra Study" in 1950. It followed this a year later with "Television Today," a detailed analysis of the sales impact of television on 143 package good brands and 45 durables. Early in 1952 NBC released "Summer Television Advertising," a critical examination of the sales performance of 52 Summer-advertised television brands and their vacationing competition.

The common finding of these investigations, the network said, was that television is amazingly efficient in adding extra customers. The present study goes a step further and explores how television commercials can be made even more effective.

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NBC-New York, 11/13/52

'KUKLA, FRAN AND OLLIE,' ON FLOAT WITH GINGERBREAD
CARICATURES OF TROUPE, TO BE FEATURED IN
DETROIT THANKSGIVING DAY PARADE

Topping off a busy month of personal appearances including a guest appearance at Cleveland's "Page One Ball" on Nov. 15, Burr Tillstrom, along with "Kukla, Fran and Ollie" and all the rest of the Kuklapolitans, will return to Detroit this year to participate again in the J.L. Hudson Company's annual Thanksgiving Day Parade there.

The parade, which will be telecast by NBC-TV on Thursday, Nov. 27 (network except WNBT, 10:30 a.m., EST), will feature the Kuklapolitans on their own specially constructed float. The float will be decorated with gingerbread characters surrounding a giant jumping jack box, out of which caricatures of the Kuklapolitans will appear.

Burr Tillstrom and Fran Allison will stand at the front of the float together with Kukla, Ollie and all the other members of the group. At the conclusion of the parade, Burr and Fran will go to the viewing platform where, together with the mayor, they will greet Santa Claus.

Tillstrom and his friends were a featured attraction in last year's Thanksgiving Day Parade in Detroit.

-----O-----

'KUNIA, BRAIN AND GILL' ON FLAT WITH DISMEMBERED CARPENTERS OF TROOP, SO ON MARCHED IN DETROIT INVESTIGATING THE PARADE

Topping off a long, hard day of parade, the
troop including a great number of dismembered
"Kunias and Gills" on flat, the "Kunias and Gills"
with "Kunias, Brain and Gill" and all the rest of
the "Kunias and Gills" will march in Detroit this year
to participate again in the 101st Airborne Division's
annual Investigating Day parade.

The parade, which will be held on Nov. 10,
on Thursday, Nov. 10, 1954, at 10:00 a.m. (EST), will feature the "Kunias and Gills" on their
own specially constructed float. The float will be
decorated with "Kunias and Gills" and "Kunias and Gills"
a giant "Kunias and Gills" and all the rest of the
of the "Kunias and Gills" will appear.

Last Thursday the two floats will march at
the front of the float parade with "Kunias and Gills"
and all the other members of the group. At the con-
clusion of the parade, "Kunias and Gills" will go to the
viewing platform where, from the rear of the float,
there will great "Kunias and Gills".

This year the float will have a "Kunias and Gills"
float in last year's parade. The "Kunias and Gills"
Detroit.

NEW TV STATION IN EL PASO TO FEATURE
NBC'S 'DAILY NEWS SERVICE'

KTSM, El Paso's new television station, has purchased NBC-TV's "Daily News Service" for 26 weeks, John B. Cron, national manager of syndicated film sales, announced today. The Texas station will show the up-to-the-hour newsreel as a daily feature of its programming when it begins broadcasting soon.

Cron also said that KPHO, Phoenix, Ariz., will continue "Dangerous Assignment" starring Brian Donlevy for another 13-week period on behalf of the Clark Smith Auto Dealers.

-----O-----

NEW 'LILLI PALMER SHOW,' SERIES OF 26 FILM FEATURES,
TO BE SPONSORED IN KANSAS CITY BY DRUG FIRM

The NBC-TV film division has sold the new "Lilli Palmer Show" in Kansas City, Mo., where the Katz Drug Company will sponsor the 15-minute visit with Lilli and her guests on station WDAF. The Bruce B. Brewer Company was the agency.

The "Lilli Palmer Show," a series of 26 films, features the noted actress and a variety of interesting personalities. During the 15-minute programs produced for NBC-TV, such stars as Robert Helpmann, Gusti Huber, Hurd Hatfield, Bea Lillie, Thornton Wilder, Sir Cedric Hardwicke, Agnes DeMille and Rex Harrison will perform. Together with Lilli, they will reminisce about famous artistic personalities of the past -- Nijinsky, Richard Wagner, John McCormack, Johann Strauss, Rupert Brooke, Casanova, Nellie Melba, Lillian Russell and Yvette Guilbert. The "Lilli Palmer Show" will offer anecdotes and selected
(more)

performances of Lope de Vega, Sarah Bernhardt, Ellen Terry and Isadora Duncan, Cervantes and Moliere. They will hear songs and instrumental music sung and played by Lilli's guests. There will be dancing, interpretive and ballet.

The series of 26 programs was filmed in New York in the late Spring of 1952, with Charles Kebbe as producer and writer, Alex Leftwich as director, George Steotzel as cameraman. Nettie Rosenstein designed Miss Palmer's gowns. The setting for the program is Lilli's library where her famous guests come to visit and to chat.

NBC-TV's Film Division, headed by Vice President Robert W. Sarnoff, is syndicating the sale of the "Lilli Palmer Show" throughout the country. John B. Cron is national manager of film sales.

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NBC-New York, 11/13/52

NBC NETWORK COMMENTATORS, CORRESPONDENTS AND NEWSCASTERS

NEW YORK

Kenneth Banghart
Henry Cassidy
W.W. Chaplin
Bob Considine
William Fitzgerald
James Fleming
Don Goddard
Ben Grauer
Radcliffe Hall
George Hicks
H.V. Kaltenborn
Merrill Mueller
Leon Pearson
Peter Roberts
William B. Sprague
John Cameron Swayze
William R. Wilson

WASHINGTON

Morgan Beatty
Frank Bourgholtzer
David Brinkley
Ned Brooks
Leif Eid
Earl Godwin
Richard Harkness
Ray Henle
Bill Henry
Ray Scherer
Albert Warner

CHICAGO

Alex Dreier
James Hurlbut
Len O'Connor
Clifton Utley
Clint Youle

SAN FRANCISCO

Bob Letts

HOLLYWOOD

David Anderson
Edwin Haaker
Elmer Peterson
John Storm

CLEVELAND

Edward Wallace

LONDON

Romney Wheeler
Edwin Newman
Pierre Myers
Jon Farrell

PARIS

Paul Archinard
William Frye

ROME

Jack Begon

FRANKFURT

Robert McCormick

VIENNA

Josef Israels II

(more)

THE HISTORY OF THE UNITED STATES OF AMERICA

CHAPTER I

THE FIRST

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CHAPTER II

THE SECOND

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CHAPTER VI

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CHAPTER VII

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CHAPTER VIII

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MADRID

Richard Mowrer

MEXICO CITY

John Wilhelm

STOCKHOLM

Sven Norberg

HELSINKI

Paul Sjoebloom

ANKARA

Osman Ferda

TEL AVIV

Dan Kurzman

CAIRO

Mark Seeton

BEIRUT

A.C.B. Squire

TOKYO

George T. Folster
John Rich
James G. Robinson
Peter Murray

MANILA

William Dunn

MALAYA

Jerome P. Newmark

HONOLULU

Marion Mulroney

PANAMA

Len Worcester

OTTAWA

Robert McKeown

FAIRBANKS, ALASKA

A.D. Bramstedt

ANCHORAGE, ALASKA

A.G. Hiebert

PUERTO RICO

Fred Wilhelm

HAVANA

Ed Scott

SAO PAULO, BRAZIL

Henry W. Bagley

RIO DE JANEIRO

James Christie

BUENOS AIRES

George Natanson

HONGKONG, FORMOSA, SAIGON

Robert Elegant

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MASSACHUSETTS

Richard M. M. M.

METRO CITY

John M. M.

STOCKHOLM

John M. M.

WILMINGTON

Paul M. M.

ANN ARBOR

John M. M.

THE CITY

John M. M.

CHICAGO

John M. M.

BOSTON

A. C. M.

NEW YORK

George F. M.
John M.
James C. M.
John M.

MASSACHUSETTS

William M.

MASSACHUSETTS

James F. M.

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November 14, 1952

NBC PRESIDENT McCONNELL ANNOUNCES IMPORTANT CHANGES IN
NETWORK RETIREMENT PLAN AT LUNCHEON WELCOMING
22 EMPLOYEES TO COMPANY'S 25-YEAR CLUB

Joseph H. McConnell, President of the National Broadcasting Company, today announced important new changes in the NBC Retirement Plan at a luncheon at the Hotel Waldorf Astoria in New York City, welcoming 22 network employees to the company's Twenty-Five Year Club. Later in the day, he presided at a cocktail party, at the Rainbow Grill atop the RCA Building, for 106 new members of the NBC Ten and Twenty-Year Clubs.

In addition to awarding suitably inscribed gold watches and certificates in recognition of their service to those who have completed 25 years with NBC, Mr. McConnell outlined the changes in the NBC Retirement Plan, which will become effective Dec. 1.

"Under the present plan," he said, "you buy less retirement income each year as you grow older. With the changes, you will buy a level amount of retirement income at every age -- and the income to you each year after retirement has been increased to 40% of your total contributions. Not only are the benefits increased, but your contributions will become less after Dec. 1. The company will make up the difference in cost -- to the point of paying into the fund almost \$2 for every dollar paid by the employee, whereas before the company matched the employee's payment dollar for dollar."

(more)

Mr. McConnell spoke of his pleasure in being able to make the 25-Year Awards, characterizing the occasion as "much more a personal privilege than an official duty." He pointed out that "broadcasting itself is a new industry. Until last year we didn't have any 25-year employees, because it was only last year that NBC reached its own 25th birthday. In that year, 28 of our people completed a quarter century of service with the company. Most of them -- still active in their jobs -- are with us here: they have been with NBC since its very beginning."

"Today," he continued, "22 men and women in this room, and seven more at other locations, are joining this distinguished group. On behalf of NBC, I salute you. By this time, I can assure you that I have a healthy admiration for anybody who has managed to live with the broadcasting business for as long as 25 years -- and who still looks and acts as young and vigorous as you do."

Those who received Twenty-Five-Year watches and certificates are: William Burke Miller, night executive officer, Integrated Services; Marion Murray, Music Library, Programming; Robert Sharpe, Studio Grips (Set Up), Production Services; Helen Walker of Network Controllers; Arthur Lindstrom, John Rodenbach, Andrew Waddell, Al Wies, Alfred Christopher, Charles Grey and Theodore Hahn, AM Technical Operations; Charles Phelps, AM Sales; William Clarke, Gustave Bosler, Granville Peers and James Strang, Administration Engineering; Joseph Kent, Hugh McGeachie and Ella Shiel of Network Controllers; William Bloxham of Purchasing-Treasurers; Steere Mathew, Traffic-Station Relations; and Dr. Alfred N. Goldsmith.

(more)

The first to receive a Ten-Year Pin from Mr. McConnell at the afternoon cocktail party was Joseph V. Heffernan, NBC financial vice president, who has completed 17 years with the RCA-NBC family. Mr. Heffernan then presented appropriate pins to the 85 other Ten-Year employees and the 20 Twenty-Year people.

Present at both the luncheon and the cocktail party were executives from all departments of the company.

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NBC-New York, 11/14/52

The first to receive a copy of the letter was Mr. [Name] at
the afternoon cocktail party on Tuesday, 12th March, 1957. [Name]
also presented, who has completed 17 years with the [Name] family.
Mr. [Name] has presented [Name] since he has been [Name]
[Name] and [Name] [Name] [Name].
[Name] at both the [Name] and the [Name] party were
[Name] [Name] [Name] of the [Name].

100-100000-100000

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 14, 1952

SPONSORS RENEW 'FIRESIDE THEATRE,' 'MEET THE PRESS'
AND 'CLUB EMBASSY' ON NBC-TV

Three network advertisers have renewed programs on the NBC television network.

Procter & Gamble Co. renewed for 52-weeks the NBC-TV telecasts of "Fireside Theatre," (Tuesdays, 9:00-9:30 p.m., EST) effective Jan. 6, 1953.

Compton Advertising, Inc. is the agency.

Revere Copper and Brass, Inc. renewed "Meet the Press," telecast over NBC-TV Sundays, 6:00-6:30 p.m., EST. The order for 13 additional weeks becomes effective Jan. 4, 1953. The agency is St. Georges & Keyes, Inc.

"Club Embassy," was renewed for another 13 weeks by P. Lorillard Company for Embassy cigarettes. The order, which becomes effective Dec. 30, 1952, was placed by Lennen & Newell, Inc. NBC satirists Bob and Ray star in the show, which is telecast Tuesdays, 10:30-10:45 p.m., EST.

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November 14, 1952

'DING DONG SCHOOL,' CHICAGO SHOW FOR 3-TO-5-YEAR-OLDS,
HIGHLY PRAISED BY PARENTS AND EDUCATORS,
TO BECOME NBC-TV NETWORK FEATURE
- - -
Monday-through-Friday Program Entertains and Teaches
Children with Toys, Games, Puzzles and Stories

PREMIERE

DING DONG SCHOOL, NBC Chicago's conspicuously successful daily television series for pre-school children, will become an NBC-TV network feature starting Monday, Nov. 24 (network except WNBT, Mondays through Fridays, 10:00-10:30 a.m., EST). For the past six weeks it has been presented exclusively by NBC's Station WNBQ in Chicago.

Devoid of frills, elaborate settings and camera tricks, "Ding Dong School" is paced to the understanding of three-to-five-year-olds. It has been described as a kind of nursery school -- a program engaging the active participation of pre-school children and one in which they can completely lose themselves in the fascination of attending their "own" school. During the course of the program, "Miss Frances" entertains and educates them with constructive toys, games and puzzles; she tells them stories and nursery rhymes; she helps them with simple drawings and cut-outs.

"Miss Frances" is Dr. Frances R. Horwich, on leave of absence from her duties as chairman of the department of education of Chicago's Roosevelt College. She has had extensive experience as

(more)

THE CHICAGO TRIBUNE, CHICAGO, ILL., MONDAY, JANUARY 1, 1900.
PUBLISHED DAILY, EXCEPT SUNDAYS AND HOLIDAYS.
TERMS: FIVE CENTS PER COPY; IN ADVANCE, FIVE DOLLARS PER ANNUM.
SUBSCRIPTIONS: BY MAIL, IN ADVANCE, FIVE DOLLARS PER ANNUM.
SINGLE COPIES: FIVE CENTS.

PRELIMINARY

THE CHICAGO TRIBUNE, CHICAGO, ILL., MONDAY, JANUARY 1, 1900.
PUBLISHED DAILY, EXCEPT SUNDAYS AND HOLIDAYS.
TERMS: FIVE CENTS PER COPY; IN ADVANCE, FIVE DOLLARS PER ANNUM.
SUBSCRIPTIONS: BY MAIL, IN ADVANCE, FIVE DOLLARS PER ANNUM.
SINGLE COPIES: FIVE CENTS.

teacher, counselor and administrator in early childhood and elementary school education. She holds degrees from the University of Chicago, Northwestern University and Columbia University's Teachers College. She is author of many texts in the field of professional education.

When the series started Oct. 3, 1952, there was a certain uneasiness among NBC Chicago staff members regarding what seemed to be the "slow" pace of the program -- as judged from an adult point of view. But misgivings were soon allayed when a flood of mail began to pour into NBC Chicago headquarters. The comments, from mothers and from the children themselves, were uniformly enthusiastic. In one day 2590 pieces of mail arrived. There were statements like these:

"It is a blessing to those of us with small apartments where children are somewhat confined." "He pulled his rocket up to the set, and when a two-and-a-half-year-old boy is kept interested for 30 minutes, it's got to be good." "If you had a sponsor," one three-page letter of praise concluded, "and that sponsor sold long underwear, I would buy a set each week just to make certain that your program stayed on the air."

The program was created by Judith Waller, NBC Chicago director of public affairs and education, and George Heinemann, WNBQ program manager. The program is produced and directed by Reinald Warrenrath Jr. Nine prominent educators in the Chicago area serve as consultants.

"Acceptance of 'Ding Dong School' by educators has been both overwhelming and flattering," Dr. Horwich states. "We have received calls from primary and kindergarten teachers telling us that they are

(more)

using the program as a definite part of their school day. Teacher training institutions plan to incorporate the show in their methods courses, and school administrators and school board members watch daily for new ideas and suggestions."

Dr. Paul Witty, professor of education at Northwestern University, said: "I think this is a wonderful idea...much needed...cannot help but be a success."

Dr. Herold Hunt, general superintendent of Chicago schools, said: "Educational programs of this type bring television to the status it should rightfully enjoy."

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NBC-New York, 11/14/52

During the program as a learning part of their school day. Teachers
operating institutions plan to incorporate the show in their methods
courses, and school administrators and school board members watch
daily for new ideas and suggestions.

Dr. Paul Wiley, professor of education at Northwestern Uni-
versity, said: "I think this is a wonderful idea... much needed...
occasional help but be a success."

Dr. Harold Hunt, general superintendent of Chicago schools,
said: "Educational programs of this type bring television to the
status it should rightfully enjoy."

NBC-New York, 11/14/62

'GRAND OLD OPRY' TO CELEBRATE 27th ANNIVERSARY NOV. 22

- - -

Boob Brasfield Will Join Red Foley and the Gang
As Oldest Commercial Show Marks Milestone

GRAND OLE OPRY, the oldest continuous commercial program in radio history, will reach another milestone Saturday, Nov. 22 (NBC radio, 9:30 p.m., EST) when it celebrates its 27th anniversary on the air.

On hand to spark the anniversary show will be Red Foley and other "Opry" regulars. Rod Brasfield, comedian, will greet his talented brother, Boob Brasfield. Rod, known for the tall tales he relates every Saturday night on the "Opry," gives older brother Boob credit for teaching him the ropes more than 25 years ago. Boob was a show business veteran when he and young Rod toured the country for many years with their brother act. In the early 1930s Rod broke into radio and Boob continued his successful career as a tent show comedian. He is now a member of one of the few such aggregations still existing, "Bixby's Comedians."

Also on stage at the Ryman Auditorium in Nashville will be Minnie Pearl, famous comedienne and "man-crazy gal" from Grinder's Switch; the Old Hickory Singers, pianist Marvin Hughes, and Stringbean and his banjo. Singing host Red Foley will sing "Freight Train Blues," "I'm Bound for the Kingdom" and "Kiss on Paper."

More than 650 disc jockeys have been invited to attend the anniversary broadcast and a special reception.

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JOHN CAMERON SWAYZE TO OFFER LATE NEWS
SUMMARIES AND COMMENTARY

John Cameron Swayze will give five-minute summaries of late news and commentary on NBC radio Monday, Wednesday and Friday, Nov. 17, 19 and 21, at 10:30 p.m., EST, under sponsorship of Smith Brothers, makers of cough drops. Sullivan, Stauffer, Colwell and Bayles is the agency.

Swayze will also be heard on Thursday, Nov. 20 and each Monday, Wednesday and Friday of succeeding weeks through Friday, Jan. 2 at the same time for the Wine Corporation of America (Mogen David Wine). Weiss and Geller, Inc., is the agency.

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NBC'S WILLIAM RAY TO PARTICIPATE IN SIGMA DELTA CHI PANEL
DISCUSSION OF RADIO-TV COVERAGE OF PUBLIC HEARINGS

William Ray, news director of NBC's Central Division, will participate in a panel discussion of "The Right of Radio and Television to Broadcast Public Hearings, Trials, Legislative Sessions and News Conferences" before the National Convention of Sigma Delta Chi, national journalistic fraternity, on Thursday, Nov. 20.

Ray is a member of the Freedom of Information Committee of Sigma Delta Chi.

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 17, 1952

NBC RADIO AND TV NETWORK SALES STAFFS ARE UNIFIED
INTO COMBINED DIVISIONS FOR MORE EFFECTIVE
SERVICE TO ADVERTISERS AND AGENCIES

- - -

New Appointments Are Announced

The National Broadcasting Company has unified its separate radio and television network sales staffs into combined divisions which will provide a more efficient and comprehensive service to advertisers and agencies, while enabling the company to intensify its overall sales effort. This move follows the appointment last July of John K. Herbert as vice president in charge of sales for both the radio and television networks.

Under its top executive group, the NBC Sales Department will consist of the Eastern, Central and Western Sales Divisions, each headed by a sales manager, and two staff divisions -- the Merchandising Division and a newly-established Sales Development and Services Division.

In announcing the new Sales Department structure, Herbert pointed out that the organization of the sales divisions is designed for maximum effectiveness under present-day selling conditions. Instead of the former method whereby advertisers and agencies were served by individual salesmen, the NBC network sales force is organized into a number of sales units, each consisting of one account supervisor and

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

2 - Sales Staffs

one or more account executives. Each client, agency and prospect will be served by a sales unit, which will permit greater concentration on specific sales problems and on sales development.

"More and more, radio and television are being bought and sold as complementary media," Herbert said, "Many advertisers recognize that they must use both media to achieve the most effective and comprehensive coverage. Our new sales organization will enable us to serve the immediate needs of such advertisers more efficiently and also will enlarge the scope of our service in participating with all advertisers and their agencies in forward planning for sales, distribution and merchandising."

In the new NBC Sales Department organization, George H. Frey, formerly vice president and director of television network sales, is appointed to the new position of vice president and sales director for both radio and television. He will have overall supervision of the selling activities of the Eastern, Central and Western Sales Divisions, and of the work of the Merchandising Division and the new Sales Development and Services Division.

Walter D. Scott, formerly national sales manager for the radio network, is named to the new post of administrative sales manager. In his new position, Scott will act for Herbert in special sales, policy and planning assignments and in departmental administrative matters.

Both Frey and Scott will report directly to Herbert.

The Eastern, Central and Western Sales Divisions will be headed in each case by a sales manager who will direct the work of the sales units in his division, and will report to Frey.

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The first of these is the fact that the Commission has not yet received any information from the Government regarding the progress of its investigation into the matter.

It is also worth noting that the Commission has not yet received any information from the Government regarding the progress of its investigation into the matter. This is a matter of some importance, as the Commission is concerned to ensure that the Government is fully aware of the Commission's findings and recommendations.

In the light of the above, the Commission is of the opinion that the Government should be kept informed of the Commission's findings and recommendations. This is a matter of some importance, as the Commission is concerned to ensure that the Government is fully aware of the Commission's findings and recommendations.

The Commission is also of the opinion that the Government should be kept informed of the Commission's findings and recommendations. This is a matter of some importance, as the Commission is concerned to ensure that the Government is fully aware of the Commission's findings and recommendations.

The Commission is also of the opinion that the Government should be kept informed of the Commission's findings and recommendations. This is a matter of some importance, as the Commission is concerned to ensure that the Government is fully aware of the Commission's findings and recommendations.

3 - Sales Staffs

Edward R. Hitz, formerly manager of the Eastern Sales Division for the television network, has been named as manager of the Central Sales Division, covering both radio and television sales matters in that area. This appointment reflects the growing importance of Chicago as a sales center and the need for expanding and strengthening the NBC sales force at that location. Hitz brings to this new position a background of extensive experience and unusual abilities in sales management. He will move to Chicago to assume his new duties, where he will direct the activities of NBC's Central Division sales force.

John Lanigan, formerly vice president in charge of television sales for the American Broadcasting Company, has joined the NBC organization as manager of the Eastern Sales Division. The radio and television sales force in the Eastern Division will report to Lanigan, as will Walter Gross, NBC's sales representative in Detroit.

John T. Williams, formerly Western sales representative for the television network, has been appointed manager of the Western Sales Division, with headquarters in Hollywood. Frank A. Berend, currently in charge of network sales at that point, is being named to a new position of responsibility on the staff of John K. West, NBC vice president, Hollywood.

Also reporting to Frey will be Fred N. Dodge, who continues as director of the Merchandising Division, and George MacGovern, formerly administrative assistant to Herbert, who has been appointed as director of the newly established Sales Development and Services Division. Reporting to MacGovern in his new post are the following:

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4 - Sales Staffs

Frank Reed, formerly manager of Television Sales Service, who is appointed manager of Sales Services for radio and television. The organization under Reed consists of the Radio Sales Service Section, which will be headed by Sackett B. Miles, and the Television Sales Services Section, which Reed will head as acting manager, pending appointment of a manager of that section.

Howard Gardner, formerly assistant manager of radio sales planning, who is appointed manager of Sales Development and Training.

Hamilton Robinson, formerly administrative assistant to Frey, who is appointed manager of Office Services.

Frey has had a lengthy and colorful career in the radio business, which he entered in 1924. At that time he joined Station WEAJ when it was operated by the American Telegraph and Telephone Company. When the New York outlet was purchased by RCA in 1926, Frey joined the new ownership and has remained with the network ever since.

Frey was born at Fort Lee, N.J., in 1906. He was educated in the public schools of that state and is a graduate of the RCA Institute. His first assignments with RCA and NBC in 1926 were in engineering and promotional capacities. In 1929 Frey was made an NBC salesman and was promoted to sales service manager in 1940. He later became manager of Eastern Sales for NBC. In November, 1949, when the television network operations were separated from the radio network operations, Frey became director of Sales for television.

Scott has been with NBC since 1938 when he joined the Sales Department. He was named Eastern sales manager in 1949. In February, 1951 he was promoted to New York radio network sales manager. Prior to joining the network, Scott was in the sales department of Hearst

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5 - Sales Staffs

Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.

Hitz also came to NBC as a salesman in 1928, and has been with NBC in New York ever since, except for a brief two-year period in 1934 to 1935 when he was in charge of the Philadelphia sales office. In 1939 he became assistant to the vice president in charge of sales. His appointment as assistant sales manager of Eastern network sales became effective on April 29, 1946. He was named assistant director of network sales in September, 1947, and later became manager of the Eastern Sales Division of the television network.

A native of Cleveland, Ohio, Hitz became a New Yorker by adoption at the age of seven when his family moved East. He attended grade school in New York City, high school in Lima, Ohio, and business school in New York. His first position was in a Wall Street bond office. From there he went to the advertising and merchandising department of the New York Daily News, where he was employed only six months before joining the network.

Lanigan comes to NBC from the American Broadcasting Company where he had been vice president in charge of television sales since February of this year. A specialist in consumer advertising for Time Magazine during the three years prior to joining ABC, Lanigan has had an extensive background in advertising and sales in several media, including several years in sales for the Eureka Williams Corporation as well as three years in the mid-1940's as a space salesman in the Chicago and Detroit offices of Time. He also served for six years with Good Housekeeping Magazine, where he was manager of the Detroit sales office

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6 - Sales Staffs

from 1941 to 1943 and before that a member of the sales force in the Chicago office. In addition he has had extended experience in the newspaper field with Reynolds & Fitzgerald newspaper representatives. He is a graduate of the University of Wisconsin.

Williams joined the research staff of NBC in New York in 1935 and was later transferred to the Radio Recording Division as a salesman. In October, 1950 he was appointed manager of television sales for the Western Division of NBC. Prior to that time he had served as assistant to the director of television sales for the network.

A Texan by birth, Williams attended the New Mexico Military Institute and Milligan College. His first commercial job was with the Chase National Bank in New York City, which he left to come to NBC.

Dodge joined NBC in 1951 as director of merchandising for the radio network, following 15 years' association with the American Weekly Magazine and Puck - The Comic Weekly. Dodge began his career at the age of 17 as a missionary salesman for the Thermoid Rubber Co., of Trenton, N.J., and later became its district representative in Connecticut. He has since been general sales manager for Harriet Hubbard Ayer Co., New York; general sales manager and assistant to the president of the Moto Meter Gauge & Equipment Corp., Toledo, Ohio; vice president in charge of sales for J.C. Heartz Co., New Haven, Conn; executive vice president and general manager for Dictograph Products, Inc., New York, and account executive for two advertising agencies: McManus, Inc. of Detroit, and Lambert & Feasley, New York. Dodge's business history also includes service on the board of directors of the Hupmobile Motor Car Co., the Dictograph Products Co., and the Lektrolite Corp.

(more)

7 - Sales Staffs

George MacGovern has had an extensive background in advertising agency operations with Batten, Barton, Durstine & Osborn, Inc., Campbell-Ewald Co. of New York, and MacFarland, Aveyard & Co., in the research, marketing, account executive and administrative areas. He is an expert in the interpretation and application of Nielsen Food, Drug, Radio and Television information. During the war he served as special advisor to the Control Division and as executive officer, Intelligence Division, Headquarters, Army Service Forces, with the rank of lieutenant colonel, G.S.C.

MacGovern came to NBC in 1949 as a rate supervisor in the finance division. In the Fall of 1950 he was named director of sales planning for the radio network. He was later appointed administrative assistant to the vice president in charge of radio network sales while still retaining his sales planning duties.

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NBC-New York, 11/17/52

November 17, 1952

'NAME THAT TUNE,' HARRY SALTER'S NEW COMEDY-MUSICAL
QUIZ, TO BE FRIDAY NIGHT FEATURE ON NBC RADIO

PREMIERE

Harry Salter, well-known music conductor and radio director, will bring a new comedy-musical quiz show -- "Name That Tune" -- to the air as a regular Friday evening feature on the NBC radio network beginning Friday, Nov. 21 (8:30-9:00 p.m., EST).

The program will offer cash prizes to studio contestants who can give the correct titles to songs played by the orchestra. The winner of each round, with two persons competing, then will have an opportunity to name two out of three titles correctly to win the giant music-box jackpot.

Harry Salter, founder of such successful musical programs as "Stop the Music" and "Song of Your Life," and former music conductor of many others including "Your Hit Parade," "Mr. District Attorney" and "What's My Name?" will introduce a novel feature with "Name That Tune" in that many of the tunes will be sung in foreign languages.

The quizmaster of the program will be Red Benson. June Valli, who is currently starring on NBC-TV's "Your Hit Parade," is the first guest vocalist. The Radio City Orchestra will be directed by Salter, who also will produce the program. Bob Reid will be program director.

NBC-TV FILM DIVISION ENLARGES CHICAGO SALES STAFF

NBC-TV's film division is enlarging its sales staff in Chicago to handle increased activity in the Midwest, John B. Cron, national manager of film sales, announced today.

Cron said salesman John M. Burns will transfer from New York to Chicago effective Nov. 17, where he will join Richard Cahill, supervisor of Midwest film sales, and Daniel Curtis, salesman.

NBC's film division currently syndicates daily and weekly newsreels and "Hopalong Cassidy," "Dangerous Assignment," the "Lilli Palmer Show" and "Douglas Fairbanks Presents."

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BRIG. GEN. SARNOFF ADVISES AMERICAN YOUTH
TO 'HITCH YOUR WAGON TO AN ELECTRON'

"The opportunities that await the young man or woman in the U.S. today," says Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, "are many times greater than those that existed in this or any other country at any other time in history. And the electron provides one glowing path to success."

In an article entitled "Hitch Your Wagon to an Electron," featured in the Nov. 16 issue of the American Weekly magazine, Gen. Sarnoff writes that there are still frontiers to be explored and great chances for personal success. "The electron," he says, "can create anything from well-paying technical jobs to great careers in science, art and industry."

Envisioning such future marvels of science as trans-oceanic television, individual two-way radio systems no larger than a wrist watch, and an automatic, electronically-controlled air-conditioner, Gen. Sarnoff advises: "Get in on the ground floor of something that is going to build and build, and you will grow with it."

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an NBC Feature

NEW PRIVATE TV LINK SPEEDS REPORTING JOB
ON TOP-RATED 'CAMEL NEWS CARAVAN'

America's top-rated news telecast, the "Camel News Caravan" with John Cameron Swayze, will be better than ever from now on. A private television system spanning the five miles between Radio City, New York, and NBC-TV newsfilm operations at 106th Street, uptown, will speed production of the program and allow last-minute picture reports of the news to appear on the nation's TV screens each weekday night at 7:45 p.m. (EST and PST) coast to coast.

The "Camel News Caravan" has moved its permanent headquarters from 106th Street to Radio City. The background setting of the program, familiar to Caravan followers, is now in studio 3-F, where the program will originate henceforth. Francis McCall, producer of the "Camel News Caravan"; Ralph Peterson, the director, and Reuven Frank, writer, all have adjoining offices in the network's integrated news center a floor above the studio.

Each day, starting before noon, this trio of TV newsmen screen the latest film reports on the private TV link with the film laboratory. In a soundproofed viewing room, on a standard TV set, they watch films being projected five miles uptown and see them just as a televiewer would at home. They select the most important and exciting films and order the cutting and editing done at the lab. When Swayze opens the program at 7:45 p.m. with "Good evening to you," the film of the big news stories of the day is threaded in a tele-projector and ready to roll.

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THE
OFFICE OF THE
SECRETARY OF THE
NAVY
WASHINGTON, D. C.

RECEIVED
JAN 10 1900
NAVY DEPT
WASHINGTON, D. C.

TO THE
HONORABLE
THE SECRETARY OF THE
NAVY
WASHINGTON, D. C.

SIR:
I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the matter mentioned therein. I am sorry that I am unable to give you the information you desire at this time, but I will endeavor to do so as soon as possible.

The private TV circuit used by the "Camel News Caravan" staff cost \$50,000 and was installed by a team of 10 video and audio engineers during the past two months under supervision of F.A. Wankel, manager of TV technical operations. It is the first such system to be used in daily news reporting on television, and required solution of several difficult engineering problems. One of them, synchronizing the electrical pulses at two different places, Radio City and the film laboratory, was accomplished by means of a "locking" device. Without it the news editors would be unable to screen the films from Radio City.

The closed circuit television system is only one of the many outstanding innovations the "Camel News Caravan" has made behind the scenes as well as on the program to bring the nation's tele-viewers "today's news today." No expense is spared, no obstacle is too great to be overcome by the youthful staff of newsmen and production personnel who cover the world for the significant and interesting events of the day. The "Camel News Caravan" is approaching its fifth anniversary on NBC television. The program, aptly described as "television's major step in adapting the tools of a new medium to the age-old job of reporting the news," has consistently pioneered new methods of picturing the news and new TV presentation techniques. The program began on Feb. 15, 1948.

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NBC-New York, 11/17/52

The private TV circuit used by the "Times News Service" at a cost of \$50,000 and was installed by a team of 10 men and women engineers during the past few months under supervision of T. A. ... of TV technical operations. It is the first such system to be used in daily news reporting on television and requires revision of several million engineering problems. The ... film laboratory was ... by means of a "locking" device ... it the news which would be ... the Times News Service City.

The latest electronic television system is only one of the many outstanding innovations the "Times News Service" has made ... the system as well as on the picture to bring the viewer's ... viewers "today's news today." The system is ... too great to be ... of ... than personnel who cover the ... of the ... the "Times News Service" ... television on ... "believer's" ... of ... of ... of ... The project ... on ...

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 18, 1952

SPONSORS RENEW 'KRAFT TV THEATRE,' 'HALLMARK THEATRE'
AND 'GABBY HAYES SHOW' ON NBC-TV NETWORK

Three advertisers have renewed sponsorship of NBC-TV network programs through orders placed with the Chicago sales office of the network.

Kraft Foods Company has renewed for 52 weeks its sponsorship of "Kraft Television Theatre," effective Jan. 7, 1953. J. Walter Thompson Co. is the agency. The program is seen over NBC-TV Wednesdays, 9:00-10:00 p.m., EST.

Hall Brothers, Inc. have renewed NBC-TV's "Hallmark Theatre" (Sundays, 5:00-5:30 p.m., EST), beginning Jan. 4, 1953. The order for 52 weeks was placed by Foote, Cone & Belding.

Quaker Oats Company has ordered a 26-week renewal of the Monday and Friday telecasts of "The Gabby Hayes Show," seen over NBC-TV Mondays through Fridays from 5:15-5:30 p.m., EST. The renewal is effective Jan. 2, 1953. Sherman & Marquette is the agency.

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RICHARD W. GOLDEN IS NAMED MANAGER OF SALES DEVELOPMENT
AND RESEARCH FOR NBC SPOT SALES

Appointment of Richard W. Golden as manager of sales development and research for NBC Spot Sales was announced today by H.W. Shepard, manager of Sales Development, Advertising and Promotion for the department.

Golden was most recently with Lester Lewis Associates as a program producer and writer. Prior to this, he was administrative assistant to the president of Theatre Network Television. He was also with the CBS network as a sales presentations writer and with the Schwerin Research Corporation as an analyst, writer and account executive.

Golden served in the U.S. Navy as a blimp pilot during World War II, attaining the rank of lieutenant senior grade.

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November 19, 1952

NBC EXECUTIVES TO ADDRESS BALTIMORE P.T.A.
SYMPOSIUM ON TV PROGRAMMING

Three NBC executives will address a one-day symposium on the possibilities and problems of television programming in Baltimore on Saturday, Nov. 22.

Charles C. Barry, vice president in charge of radio and television programming; Davidson Taylor, director of public affairs, and Hugh Beville, director of research and planning, will speak at the two-session seminar of the Baltimore Council of Parent and Teachers Associations at Johns Hopkins University. The University and the PTA Council are jointly sponsoring the symposium.

Barry will speak during the morning meeting on problems of providing television programs for all segments of the population. In the afternoon, Taylor will stress the extent of programming in the public interest which networks currently provide. Beville, speaking at the afternoon meeting, will outline what sort of television programs the public wants and watches. Lynn Poole of Johns Hopkins University will be moderator of the seminar.

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JERRY LEWIS BECOMES A MAYOR, AND DEAN MARTIN
A POLICE CHIEF--WITH PLAQUES AS PROOF

Jerry Lewis, NBC comedy star, was named honorary mayor of Pacific Palisades, Calif., at a dance held recently at the Riviera country club. The event was staged by the Palisades Chamber of Commerce, with George Jessel as emcee.

Dean Martin, not to be outdone by Jerry Lewis, his partner-in-madness, who received a plaque, also was awarded one which named him honorary chief of police of the Palisades -- to be withdrawn unless "he moves to the Palisades within 30 days."

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JERRY LEVY BECOMES A WITNESS, THE LEAD INVESTIGATOR

A POLICE CHIEF--WITH EVIDENCE AND MORE

Jerry Levy, 1800 Broadway Street, New York City

Levy, known as "The Police Chief," is a

man who has been in the police force for

the event was held by the police chief

Levy, with a group of police officers

Levy, who is now in the police force

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SID CAESAR, YONKERS' FAVORITE SON, IS HAILED BY CROWDS
AS HE RECEIVES HUGE KEY AT CITY HALL RECEPTION;
NOTABLES JOIN IN TRIBUTES AT DINNER

The City of Yonkers, N.Y., paid tribute to one of its most famous sons yesterday (Tuesday, Nov. 18) when Sid Caesar, of NBC-TV's YOUR SHOW OF SHOWS, was given a two-foot-long key to the city and a testimonial dinner climaxing an officially proclaimed "Sid Caesar Day."

Late yesterday afternoon Caesar, Max Liebman, producer-director of "Your Show of Shows," NBC officials and a complement from the program's staff and cast, were whisked to Yonkers from New York City in a motorcade escorted by a half-dozen Yonkers motorcycle police officers.

With sirens wailing, Caesar, born in Yonkers in 1922 and until not very long ago a struggling saxophone player and part-time movie usher, was transported to the steps of the Yonkers city hall. There, crowds of fans cheered as Mayor Kristen Kristensen presented Caesar with the oversized key, citing his "phenomenal success in the field of entertainment." Caesar, said the mayor in proclaiming "Sid Caesar Day," "has brought enjoyment and happiness to millions of TV fans throughout the nation, as well as honor and distinction to his native city."

Caesar, visibly moved, replied that "there are only two important keys in my life: the key to the City of Yonkers and the key to my heart, and you in Yonkers have that today, believe me."

NBC President Joseph H. McConnell attended an official reception for Caesar at the Alexander Smith guest house prior to the

(more)

testimonial dinner. "Sid Caesar Day" was planned and executed by the Yonkers Chamber of Commerce.

The dinner, at the New York State Armory, was attended by more than 1,000 of Yonkers leading citizens. Sylvester L. Weaver, NBC vice-president in charge of radio and television; Liebman and Imogene Coca, Caesar's co-star on "Your Show of Shows," joined in the many tributes to Caesar.

Also at the speakers' table were comedians Morey Amsterdam and Jack Carter; Rear Admiral L.B. Olson, of the United States Coast Guard, in which Caesar served during World War II and in which, under Max Liebman's guidance, he first developed into a comedian; Dr. David M. Shohet, rabbi of the congregation to which Caesar's family belonged; officials of the City of Yonkers and its Chamber of Commerce.

From "Your Show of Shows" the following attended: George McGarrett, executive producer; Hal Janis, associate supervisor; Carl Reiner and Howard Morris, featured players; Bill Hobin, the TV director; Charles Sanford, music director; Paul du Pont, costume designer; and James Starbuck, choreographer.

A dance orchestra was assembled especially for the occasion consisting only of musicians who had played in bands with Caesar. They did fine.

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NBC-New York, 11/19/52

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CREDITS FOR 'AT HOME WITH ROBERT FROST'

NOTE TO EDITORS:

NBC has asked Robert Frost, the eminent American poet, to make a film on the subject of his life and work expressly for television. It is the second in an NBC-TV series of conversations with elder wise men. Following are the credits for your convenience in reviewing it:

TITLE: AT HOME WITH ROBERT FROST

TIME: NBC-TV network, Sunday, Nov. 23 (5:30-6:00 p.m., EST)

PARTICIPANTS: Robert Frost and his guest, Bela Kornitzer, Hungarian-born journalist and author.

FORMAT: Conversation (In the course of the conversation Frost recites two of his poems, "Stopping by Woods on a Snowy Evening" and "The Drumlin Woodchuck")

SETTING: Frost's farm in Ripton, Vt.

PRODUCER-DIRECTOR: Robert deRochement

BIOGRAPHICAL DATA: Now 77, Frost was born in San Francisco, the son of a New England father. After his father's death, when the boy was 10, the family moved back to New England, to Lawrence, Mass. He attended Dartmouth and Harvard Colleges, but never received a regular degree. He tried his hands at many trades -- as a country school teacher, a cobbler, a small-town editor and farmer. When the farm failed, Frost left, in 1912, with his wife for England. There his real career began and he obtained the publication of his first book, "A Boy's Will." Three years later he returned to the U.S. to find himself famous. Since then his life has been marked by a succession of honors. He has won the Pulitzer Prize for poetry four times.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 21, 1952

McCONNELL URGES EISENHOWER PERMIT RADIO AND TV REPRESENTATION IN COVERAGE OF KOREA TRIP

The following telegram was sent by Joseph H. McConnell, President of the National Broadcasting Company, to President-elect Dwight D. Eisenhower at the Commodore Hotel in New York City last night, Nov. 20:

"Respectfully request reconsider arrangements for coverage your proposed trip to Korea. Realize there are numerous difficulties but no provision made for the two biggest mass communications mediums, Radio and Television. Our problems are separate and distinct from press and theatrical newsreels. We earnestly hope our industry will be properly represented."

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 21, 1952

* ————— *

'THE MARCH OF MEDICINE' ON TV

- - -

Two Coast-to-Coast NBC Telecasts from Clinical Sessions
Of A.M.A. and Medical Centers to Highlight
Dramatic U.S. Medical Advances

* ————— *

A year-end report on new and dramatic advances in American medicine will be telecast coast-to-coast in two NBC-TV programs direct from the American Medical Association's annual clinical session in Denver, Colo., Dec. 2 and 4.

Roy K. Marshall, whose own "Nature of Things" telecasts have brought science to a wide public, and NBC commentator Ben Grauer will be narrators.

The two programs, titled "The March of Medicine," will highlight in-person reports from leading medical authorities participating in the key medical meeting. They will also take the viewing audience directly to several outstanding medical centers across the country for first-hand demonstrations of some of the dramatic advances.

Joint announcement of plans for this second in a series of medical TV reports to the public was made by the American Medical Association and Smith, Kline and French Laboratories, Philadelphia pharmaceutical firm which sponsors the programs. The same two

(more)

organizations cooperated in bringing the initial medical TV reports to a nationwide audience last June from the A.M.A. meeting in Chicago.

The year-end report to the nation will be carried in two parts. The first report will be telecast Tuesday, Dec. 2, from 9:30 to 10:00 p.m., EST, replacing "Circle Theater." The second will be telecast Thursday, Dec. 4, from 10:00 to 10:30 p.m., EST, replacing "Martin Kane, Private Eye."

The first telecast, Dec. 2, will present an up-to-date roundup of medical progress on children's diseases and conditions. The second, Dec. 4, will report the latest advances in medical problems of the aging.

Ad Schneider will produce the telecasts, and Charles Christensen will direct. Lou Hazam will write the scripts.

The Denver meeting, which runs from Dec. 2 to 5, is the clinical session of the A.M.A. At this meeting, designed primarily for the general practitioner, many important developments in clinical techniques are demonstrated.

Both A.M.A. and SKF Laboratories officials said the decision to continue the series of "The March of Medicine" reports was made largely as a result of the enthusiastic response of both doctors and the general public. Surveys among doctors and the lay public showed that both groups enthusiastically favored the expansion of medical educational programs on television. The surveys were taken to determine lay public and medical professional reaction to the telecasts from the A.M.A. meeting in Chicago last June. Those programs made TV history when more than 5,000,000 viewers for the first time actually saw a major surgical operation then underway in a Chicago hospital.

(more)

organization sponsored in bringing the United States TV reports to
a nationwide audience last June from the A.M.A. meeting in Chicago.
The year-end report to the nation will be carried in two
parts. The first report will be telecast Tuesday, Dec. 2, from 9:30
to 10:00 p.m., EST, replacing "Circus Theater." The second will be
telecast Thursday, Dec. 4, from 10:00 to 10:30 p.m., EST, replacing
"Matter Home, Private Life."

The first telecast, Dec. 2, will present an up-to-date
review of medical progress on children's diseases and conditions.
The second, Dec. 4, will report the latest advances in medical progress
of the day.

Dr. Schmitt will produce the telecasts, and Charles Davis
will direct. Dr. Hahn will write the scripts.

The first telecast, which runs from Dec. 2 to 4, is the
first session of the A.M.A. At this meeting, outstanding progress
and the general presentation, many important developments in medical
technology are demonstrated.

Both A.M.A. and the International Association of Medical Sciences
to combine the words of "The World of Medicine" reports and news
largely as a result of the substantial cooperation of both bodies and
the general public. A recent survey showed that for 1971, about
100 million people internationally viewed the telecasts of medical
advances. The reports were taken to other
many top medical and medical professional journals to the general public
and A.M.A. meeting in Chicago last June. These programs made TV
history with more than 2,000,000 viewers for the first time
and a major medical specialty then underway in Chicago meeting.

Two corporations have relinquished their contract TV time so that SKF could purchase time to bring the A.M.A. telecasts from Denver. They are the Armstrong Cork Co. ("Circle Theater") and the United States Tobacco Company ("Martin Kane, Private Eye").

The Dec. 2 program will be carried "live" over 37 stations of the NBC-TV network and over nine others via kinescope at a later date. The Dec. 4 program will be telecast "live" over 44 NBC-TV stations, with 20 delayed telecasts in addition. Further details will be announced soon.

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NBC-New York, 11/21/52

Two corporations have indicated their interest in this
to first 1961 - and purchase time to bring the 4.5% interest from
January. They are the American Road & Builders Builders' and the
United States Steel Corp. (which has 50% of the stock).

The 10.5 program will be carried "live" over TV station of
the ABC-TV network and over other stations via microwave at a later date.
The 10.5 program will be carried "live" over the ABC-TV network
with 50 delayed rebroadcasts in addition. Further details will be an-
nounced soon.

Very truly,
Yours,

Wm. Lee Ford, Jr.

November 21, 1952

NBC TO TELEVISION TWO THANKSGIVING DAY PARADES

- - -

'K, F and O' Will Be Spotlighted in Detroit, And
Hopalong Cassidy with Topper in Philadelphia

Hopalong Cassidy and Kukla, Fran and Ollie will give children and their parents a double television treat on Thanksgiving morning, Thursday, Nov. 27, when NBC televises these stars during two of the nation's big parades.

Fran Allison, Burr Tillstrom, Kukla and Ollie, on their own float, will head the Hudson Department Store's parade in Detroit (NBC-TV network except WNBT, 10:30 to 11:00 a.m., EST) where station WWJ-TV will originate NBC's mobile unit telecast.

At 11:00 a.m., NBC will switch to Philadelphia where Hopalong Cassidy and his famous horse, Topper, will lead the Gimbel's parade of 10,000 persons past cameras of station WPTZ at City Hall. Eighty-three different floats and organizations featuring science fiction balloons and a variety of bands will pass in review.

The Gimbel's parade starring Hopalong and Topper will cancel the first half-hour of NBC-TV's daily United Nations report. However, from 11:30 a.m., to noon, EST, televiewers can watch the proceedings at the UN General Assembly meeting in New York. Henry Cassidy will be the network commentator.

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CREDITS FOR 'NAME THAT TUNE' ON NBC RADIO

TIME: NBC radio (network except WNBC),
Fridays, 8:30-9:00 p.m., EST

ORIGINATION: New York

STARTING DATE: Friday, Nov. 21, 1952

FORMAT: Music and comedy quiz, with
cash prizes to members of
the studio audience who can
properly "Name That Tune."

STAR: Red Benson, quizmaster

PRODUCER: Harry Salter

DIRECTOR: Bob Reid and Larry Dorn

MUSIC CONDUCTOR: Harry Salter

-----O-----

'DIAL DAVE GARROWAY' TAKES NEW TIME SPOT

Dave Garroway, the easy-going NBC radio and television personality, moves his 15-minute radio show, DIAL DAVE GARROWAY, into a new spot on Monday, Dec. 1. Garroway, now heard Monday through Friday at 11:45 a.m., EST, will switch to 2:30 p.m., EST, with the same sponsor, Armour and Company's Dial soap.

The move to the later hour involves a slight change in format. The show will be of the sort that Dave has always wanted to do. In the main, it will be just Garroway -- his commentary on current events, with the accent on the humorous side of the news. He also plans to spin a favorite record or two and occasionally interview guest stars.

-----O-----

NBC-New York, 11/21/52

trade news

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RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 24, 1952

ROBERT E. SHERWOOD AND NBC SIGN CONTRACT, UNPRECEDENTED
IN TV HISTORY, FOR DISTINGUISHED PLAYWRIGHT TO WRITE
NINE ORIGINAL ONE-HOUR PLAYS IN FIVE-YEAR PERIOD

A contract unprecedented in the history of television has been signed by Robert E. Sherwood and the National Broadcasting Company, it was announced today by Joseph H. McConnell, President of the network.

The agreement between the distinguished playwright, who three times has been awarded the Pulitzer Prize for drama and once for biography, and NBC becomes effective Jan. 1, 1953, and calls for Sherwood to write nine original one-hour plays over a five-year period, with NBC maintaining rights to their exclusive use for television or radio during that time, with a further option to continue the rights for five additional yearly periods. The extent of freedom allowed the author in the exercise of his work is believed to be without precedent in the television or radio industry.

In announcing successful negotiations for Sherwood's services on the air, Mr. McConnell expressed his pride in welcoming to NBC's creative staff one of America's most successful and honored writers. "It is a significant milestone in the progress of television," Mr. McConnell stated, "when a man of Mr. Sherwood's stature in the theatre and in contemporary writing brings his talents to us. This is another

(more)

of NBC's steps for continually elevating the quality of American radio and television. It is my hope this will have a constructive influence in attracting other prominent authors to these fields."

Sherwood will write and NBC produce, under the terms of the agreement, an average of one manuscript every four months, a schedule which will bring the actual production of the nine originals all within the first three years of the five-year contract. Sherwood has complete freedom and independence in the selection of his subject matter and treatment of his story.

Robert E. Sherwood's first play, "The Road to Rome" (1927) immediately established him as one of America's front-rank playwrights. Since then he has moved steadily forward through a series of brilliant successes, among them "Reunion in Vienna" (1931), "The Petrified Forest" (1935) and his three Pulitzer Prize dramas, "Idiot's Delight" (1936), "Abe Lincoln in Illinois" (1938) and "There Shall Be No Night" (1940). In 1941 he was awarded the Gold Medal for Drama by the American Academy of Arts and Letters. "Roosevelt and Hopkins" (1948) received the Pulitzer Prize in Biography, won the Gutenberg Award and was selected as book of the year by The Saturday Review. His film script for "The Best Years of Our Lives" won him the Academy Award in 1946.

Sherwood's newest play is "The Better Angels," a story of the Mormon community in Utah in Civil War days, to be produced soon after the new year, in association with Joshua Logan and with Logan directing, by The Playwrights' Company, of which Sherwood has been a member since its inception in 1938.

(more)

Sherwood was born in New Rochelle in 1896, and studied at Harvard until the outbreak of World War I, when he enlisted in The Black Watch, Canadian Expeditionary Force, with which he served in France. Before American participation in World War II, Sherwood was one of the organizers of the Committee to Defend America by Aiding the Allies. A close personal friend of President Roosevelt, he was summoned to Washington and spent his time in government service from 1940 to 1945; he was director of Overseas Operations for the Office of War Information, was in England prior to the invasion, in France shortly after D-Day, served in the Pacific area in the Winter of 1945.

He has been dramatic editor of Vanity Fair; associate editor, then editor of Life; motion picture editor of Life and The New York Herald; literary editor of Scribner's Magazine. He is a past president of the Dramatists' Guild and of the American National Theatre and Academy, is a member of the National Institute of Arts and Letters and of the American Academy of Arts and Letters. He is president of the Council of the Living Theatre, formed in 1951 by the League of New York Theatres to revitalize the theatre nationally, and was national chairman of the Council's Bi-Centennial Committee which publicized the achievements of the theatre in America during the two centuries of its existence. Sherwood has been awarded honorary degrees by Dartmouth College, Yale, Harvard and Bishop's University, Canada.

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Woodward was born in New Rochelle in 1906 and studied at Harvard until the outbreak of World War I, when he enlisted in the Black Watch, Canadian Expeditionary Force, with which he served in France. Before American participation in World War II, Woodward was one of the organizers of the Committee to Defend America by Aiding the Allies. A close personal friend of Franklin Roosevelt, he was summoned to Washington and spent his time in government service from 1940 to 1945; he was director of Overseas Operations for the Office of War Information, was in England prior to the invasion, and worked closely after victory, served in the Pacific area in the Winter of 1945. He has been dramatic editor of Vanity Fair, associate editor, then editor of Life, fiction picture editor of Life and The New York Herald Tribune, literary editor of Scribner's Magazine. He is a past president of the Translators' Guild and of the American National Theatre and Academy, is a member of the National Institute of Arts and Letters and of the American Academy of Arts and Letters. He is president of the Council of the Living Theatre, formed in 1954 by the merger of two groups devoted to revitalizing the theatre nationally, and was literary editor of the Council's Bi-Centennial Collection which published the collections of the theatre in America during the two centuries of its existence. Woodward has been awarded honorary degrees by Dartmouth College, Yale University and Boston University, Harvard.

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 24, 1952

FOUR NEW TV STATIONS JOIN NBC, BRINGING
TOTAL OF NETWORK AFFILIATES TO 77

The affiliation of four new television stations with the National Broadcasting Company was announced today by Harry Bannister, vice president in charge of Station Relations.

The stations, which are expected to begin operations during December, are: KTSM-TV, El Paso, Tex.; WFPG-TV, Atlantic City, N.J.; KTBC-TV, Austin, Tex., and KGMB-TV, Honolulu, Hawaii.

The addition of these outlets will bring to 77 the total number of stations now affiliated with the NBC-TV network, Bannister said. Of these, 66 are on the air carrying NBC-TV programs, and the other 11 will begin operating within the next few months.

KTSM-TV, El Paso, is owned by the Tri-State Broadcasting Co., Inc., which also operates KTSM, the NBC radio affiliate. The TV outlet will operate on Channel 9, starting on or about Dec. 1, 1952. Karl O. Wyler is the manager.

WFPG-TV in Atlantic City plans to go on the air on or about Dec. 20, 1952. It is owned and operated by the Neptune Broadcasting Corporation and will telecast on Ultra-High Frequency Channel 46. Fred Weber is president of the station.

(more)

2 - 4 New TV Stations

KTBC-TV, Austin, expects to be operating on Channel 7 on or about Dec. 1, 1952. The station is owned by the Texas Broadcasting Corporation. Jesse C. Kellam is the manager.

The Honolulu station, KGMB-TV, is owned by the Hawaiian Broadcasting System, Ltd. It will operate on Channel 9, beginning on or about Dec. 1, 1952.

Stations WFPG-TV, Atlantic City, and KTBC-TV, Austin, will become part of NBC-TV's live, interconnected network, which at present numbers 64 stations.

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NBC-New York, 11/24/52

WFSB-TV, Hartford, reported on its opening on January 1 at 10
and Dec. 1, 1952. The station is owned by the Texas Broadcasting
Company. Texas Television is the parent.
The Hartford station, WFSB-TV, is owned by the Hartford
Broadcasting Company, Inc., an all-stock company of Hartford, Conn.
It began on Dec. 1, 1952.
Station WFSB-TV, Hartford, Conn., is WFSB-TV, Hartford, Conn.
and part of WFSB-TV, Hartford, Conn., is
parent company WFSB-TV.

Continued

WFSB-TV, Hartford, Conn.

November 24, 1952

'THE SEARCH,' DRAMA OF AIR-SEA RESCUE OPERATION IN KOREA,
TO BE PRESENTED ON 'GOODYEAR TV PLAYHOUSE' DEC. 7

Special Life Raft Set Designed for Show;
U.S. Navy Cooperates in Production

"Search," a documentary play written by David Shaw and based on a naval air-sea rescue operation, will be presented in cooperation with the U.S. Navy Department on the Goodyear TELEVISION PLAYHOUSE on Pearl Harbor Day, Sunday, Dec. 7 (NBC-TV, 9:00 p.m., EST).

The story emphasizes the fact that although our armed forces will spend millions of dollars to take an island or even a single beachhead, they will spend equal millions to save the life of just one of our men -- or, as in this case, three of them.

The action centers around Navy pilot Don Phillips (played by Gene Lyons), his radio operator Willy Bender (Everett Chambers) and Jackson Ellis (Anthony Ross), a newspaperman who flies with them on one of their missions. The AD-4 attack bomber carrying the three men is hit over its target in North Korea and forced to crash land in enemy waters. Managing to inflate their rubber life raft, Ellis and Bender administer first aid to Phillips, who has been wounded.

"Search" then will show the extensive rescue operation that is set in motion by the aircraft carrier which is the home base of the lost men.

(more)

THE BEARER, IRAMA OF AIR-SEA RESCUE OPERATION IN NORTH,
TO BE FURNISHED ON "GOODYEAR TV PLAYBOYS" (NOV. 1)

Special Life But Designated for Navy
U.S. Navy Department in Washington

"Spartan," a documentary film which is being made and used
in a naval air-sea rescue operation will be presented in cooperation
with the U.S. Navy Department on the program "PLAYBOYS" presented on
Spartan Harbor Day, Sunday, Nov. 1 (8:00 P.M. - 10:00 P.M.).
The story explains the fact that although the United States
will spend millions of dollars to train and equip its navy and
Spartan Harbor Day will spend equal efforts to train the air and sea
of our own -- or, as in this case, those of them.
The United States Navy has two families (Spartan
of the Navy), its main purpose is to rescue (Spartan Harbor) and
Spartan Harbor (Spartan Harbor), a documentary film which is being made
of their operations. The air-sea rescue operation has been made
and will be carried in North Korea and Korea in North and South
Korea, according to their plans for 1958, 1959 and 1960.
Spartan Harbor first was a military, who had been working,
"Spartan" then will show the extensive rescue operation now
is in motion by the American Navy which is the main base of the

An outstanding feature of the production will be the life raft set especially devised by scenic designer Tom Jewett. The raft will rest on a platform which will give it a bouyant effect. This in turn is joined to a ball-and-socket joint which, by means of attached cables, enables stage hands to manipulate the raft backwards and forwards and from side to side. The entire raft will be surrounded by a plywood trough filled with water, and filmed waves will be projected on a large rear projection screen.

The Navy Department is cooperating with the production staff of the "TV Playhouse," providing not only technical advice but all necessary equipment and uniforms.

"Search," which also will feature James Gregory in the dual role of narrator and the intelligence officer on board the carrier, will be produced by Fred Coe and directed by Delbert Mann.

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NBC-New York, 11/24/52



News

RCA BUILDING • RADIO CITY • NEW YORK

PR 24

TWO NEW TRIBUTES TO BOB HOPE

Named 'Comedian of the Year' by A.P. Managing Editors;
Honored by United Services Clubs for 'Valued
Contributions' to British Armed Forces

NBC's Bob Hope added two more important honors to his long list of awards during the past week.

He was named "Comedian of the Year" by the Associated Press Managing Editors at their recent convention in Boston. The award, accorded for the first time by the editors, was voted by the 250 delegates to the convention as a salute to Hope's talents displayed when he entertained the AP Managing Editors' meeting in San Francisco last year.

The other award was a bronze plaque from the United Services Clubs, "in recognition of his valued contributions to the Armed Forces of the British Commonwealth of Nations."

Hope is heard on NBC radio Mondays through Fridays (9:30 a.m., EST), and rotates as star of the NBC-TV "Colgate Comedy Hour" (Sundays, 8:00 p.m., EST).

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NBC-New York, 11/24/52

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NEW YORK 17, N.Y.

PAINTING OF 'YOUR SHOW OF SHOWS' IN REHEARSAL
WILL BE EXHIBITED AT N.Y. MUSEUM

A watercolor by the artist Milt Marx depicting Imogene Coca during a rehearsal of NBC-TV's YOUR SHOW OF SHOWS, will be exhibited at the Museum of the City of New York for six weeks starting Wednesday, Nov. 26, in a collection entitled "New York Stage from the Wings."

The Marx work, a combination of impression and caricature, captures both the bustling activity of TV rehearsal at NBC's International Theater and the clowning of Miss Coca.

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NBC-New York, 11/24/52

COORDINATION OF TOP REPORTERS AND CAMERAMEN SPOTTED
AROUND-THE-WORLD SPARKS NBC'S PRESENTATION
OF THE NEWS ON RADIO AND TV

Into each NBC radio and TV newscast go the coordinated efforts of the largest, best-equipped network news staff spotted strategically around the globe.

These headline hunters patrol the frontlines of the world, collecting the raw materials for the polished 21 hours of news broadcasts aired on both NBC networks each week. They report the major newsbreaks plus the human side of the news, the President striking harmonic chords on his piano, the first stirrings of discord behind the Iron Curtain in the opposite political hemisphere.

Davidson Taylor directs the network's integrated news and special events department, a single staff serving radio listeners and televiewers. William R. McAndrew, department manager, supervises the 30 weekly news telecasts and the 65 separate newscasts and commentaries on radio.

Sixty-five correspondents and 20 cameramen stationed in 20 foreign countries report to back-home audiences directly via trans-oceanic radio and film taken from areas beyond "live" TV range. NBC correspondents are stationed in London, Dublin, Paris and Rome, in Frankfurt, Vienna, Madrid, Lisbon, Oslo, Stockholm, Helsinki, even in Iceland. Other network newsmen cover Ankara, Tel Aviv, Cairo, Beirut and Cyprus, Malaya, Manila, Tokyo, Honolulu and Panama, Ottawa, Alaska, Mexico, Puerto Rico, Havana, Venezuela, Brazil, Buenos Aires, Santiago

(more)

2 - NBC News Coverage

(Chile), Formosa, Saigon, Hong Kong, South Africa, Australia, New Zealand, India and Pakistan. Naturally NBC maintains diplomatic correspondents at the United Nations in New York.

NBC has first call on films of six large European newsreel companies to supplement its own overseas camerawork. The BBC in Great Britain, Pathe' Journal in France, Kinocentralen in Scandinavian lands, Cine' Suisse in Switzerland, Pologoon in Holland and Belgavox in Belgium increase the scope of NBC foreign film reports.

Within the continental United States, NBC maintains a staff of 40 newsmen, and 40 cameramen to describe the day's developments in words and pictures from six vantage points across the nation -- New York, Washington, Cleveland, Chicago, Los Angeles and San Francisco. Each of these cities has a fully equipped NBC newsroom. In 200 other cities and towns, newsrooms of NBC radio and television affiliates keep bulletins and feature stories flowing into the network's daily news report. All network newsrooms have mobile TV and radio broadcast facilities ready to cover any event in their area. Ten modern "newsrooms on wheels," mobile TV units complete with electronic and movie cameras, are ready to capture "live" and film sound-pictures of a national disaster, a story of great local interest, a presidential speech.

During an average week NBC cameramen shoot 100 stories, a total of 75,000 feet of 16mm and 35mm film celluloid per week. NBC is the largest consumer of film in the country, and the best of this film is seen on the nation's television screens. No major event of 1952 escaped first-hand NBC coverage. Televiewers and radio listeners tuned to NBC repeatedly learned of bulletin developments from an hour to three days ahead of other networks.

(more)

The integration of television and radio news staffs accomplished within the past six months, is typified by the central newsdesk in New York. Here editors, under Joseph Meyers, serve radio and television concurrently, coordinate every source of news and information for scrutiny, evaluation and broadcast. The central newsdesk features a private TV link connecting NBC's newsroom in the heart of New York with news film laboratories uptown. Producers of news telecasts edit the latest films from all over the world in a studio five miles away from the point where they are being projected. Across the hall, commentators prepare their radio scripts.

NBC's combined radio and television news staff has paid audiences many dividends in recent months. NBC scored beat after beat at the Chicago political conventions and during the Presidential campaign. NBC had a news team on all three campaign trains -- Truman's, Eisenhower's and Stevenson's. When commercial airlines could not provide adequate whistle-stop service for rapid NBC film deliveries, the network chartered an airplane for long hops and hired a corps of motorcycle riders who sped undeveloped films from campaign trains to the nearest NBC newsroom.

There are examples of recent NBC news enterprise by the score. NBC's news organization was the first in the country to total the record registration figures prior to election, the first to fly a news team specially to Western Europe to report on American policy there, first to develop a self-powered "TV newsroom on wheels" that makes its own electricity, first to have a "hot-developer" for film. NBC pioneered instantaneous switches from city to city as simple as switching on and off a light. NBC was first with a truly transcontinental

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news telecast, first to dress its technicians in white tie and tails that televiewers might watch St. Louis' executive Veiled Prophet Ball. NBC arranged for the now-famous Presidential tour of the remodeled White House, where NBC's commentator convinced the President he should play the golden piano for the TV audience. Another NBC reporter across the world was the first man in years to sail non-stop across the Pacific from Tokyo to San Francisco as captain of his own ketch.

During the Presidential election, NBC was the only network to have both Presidential candidates speak on the same TV program and the first to announce plans for utilizing an "electronic brain" on election night. The network's news department also urged televiewers to "Ask Washington" questions about the conduct of government, with a panel of commentators answering letters and telegrams on the air.

In many different ways NBC is continually improving its potentialities and its performance in broadcasting the news. The department motto, "today's news today," means the news is presented immediately and accurately, the facts and their significance. From seven o'clock in the morning until an hour past midnight, frequent NBC newscasts keep the country abreast of the times. Statistics show that audiences prefer NBC news to any other on the air, for such programs as "Camel News Caravan," and "Today" on television, "News of the World," "Three Star Extra," "Pure Oil News Time" and "Home Edition of the News" on radio, outdraw competing news programs nearly two to one. Audiences know that behind the voice of their favorite NBC commentator and behind the latest news picture story are the coordinated talents of the best trained news staff in broadcasting, working around the clock.

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 25, 1952

'AM AHL AND THE NIGHT VISITORS'--MENOTTI'S 'MIRACLE OPERA'
OF A CRIPPLED BOY AND HIS CURE--TO BE PRESENTED
CHRISTMAS DAY OVER NBC TELEVISION

Hallmark Cards Again to Sponsor Telecast

Gian Carlo Menotti's poignant "miracle opera," "Amahl and the Night Visitors," will be given by the NBC Television Opera Theatre on Christmas Day (NBC-TV, Dec. 25, 6:00 to 7:00 p.m., EST).

The production will be offered as a presentation of the Hallmark Hall of Fame for the third time. Hallmark Cards also sponsored the premiere presentation last Christmas Eve and again at Easter time.

This production will have a new boy soprano in the title role. He is 10-year-old Bill McIver, a member of the Columbus Boy-choir, of Princeton, N.J. McIver will replace Chet Allen, who sang the role in its first two television presentations. Allen now is too tall and his voice has changed so considerably since last Spring that he is no longer able to sing the part.

The opera again will be staged by the composer-author, Gian Carlo Menotti. The other members of last season's cast will be seen in

(more)

2 - 'Amahl and the Night Visitors'

the same roles: Rosemary Kuhlmann, mezzo-soprano, as Amahl's mother; Andrew McKinley, tenor, as King Caspar; Leon Lishner, bass, as King Balthaser; David Aiken, baritone, as King Melchior; and Francis Monachino, baritone, as the kings' servant.

The original staff that worked on "Amahl" last year again will perform the same tasks. Samuel Chotzinoff is producer, Charles Polacheck associate producer, Kirk Browning television director and John Block is assistant television director. The settings and costumes designed by the noted artist, Eugene Berman, again will be used. Thomas Schippers, brilliant young American conductor, will return to the podium. Peter Herman Adler is music and artistic director of the NBC Television Opera Theatre. John Butler is choreographer of the "Shepherds' Dance."

Menotti's touching musical tale of a poor, crippled boy's gift of his crutch to the Christ Child and his miraculous cure was an overwhelming success when given last Christmas Eve on NBC-TV and when repeated on Easter Sunday. It also has been a success in many theatre presentations and has appeared as a book published by Whittlesey House and on records with the original cast by RCA Victor. Many awards have been given to Menotti and NBC for the work.

"Amahl and the Night Visitors" was commissioned by the National Broadcasting Company at the suggestion of Samuel Chotzinoff, NBC's general music director.

In its previous presentations, the program's sponsor, Hallmark Cards, did not insert any selling commercials. The program was offered then, and will be again this year, as a greeting to the public and will carry only an institutional message from Hallmark.

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NBC-New York, 11/25/52

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 25, 1952

NBC TO TELECAST FAMOUS TOURNAMENT OF ROSES PARADE

COAST-TO-COAST ON NEW YEAR'S DAY

F.W. Woolworth Co. to Sponsor Coverage

For the second consecutive year, NBC television will provide a front-row view of the famous Tournament of Roses Parade in Pasadena, Calif., on New Year's Day prior to the Rose Bowl Game. The F.W. Woolworth Company will sponsor NBC's coast-to-coast telecast of the parade from 12:30 to 1:30 p.m., EST again this year.

The full-hour telecast, with Rush Hughes as narrator, will follow the parade as flower-bedecked floats, bands and horsemen ride down Pasadena's Orange Avenue. NBC-TV mobile units will capture the excitement and beauty of this world-famous spectacle which began as a village fiesta in 1890. This year's Tournament of Roses will comprise at least 20 different bands and orchestras, five miles of decorated floats, plus 200 prancing horsemen. A million persons are expected to line the route of the parade. NBC viewers will have the equivalent of seats in the official reviewing stand as they watch this special events telecast on New Year's Day.

William R. McAndrew, manager of NBC's news and special events department, will supervise the transcontinental telecast of the Tournament of Roses parade. Roy Neal of NBC Hollywood will produce the program. William Bennington will direct.

Lynn Baker is the advertising agency for F.W. Woolworth & Co.

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

BOB HOPE SHOW TAKES NEW TIME SPOT DEC. 1

Anne Baxter to Be Guest 'Lady Editor' for Week

Academy Award winner Anne Baxter will be Bob Hope's guest "Lady Editor" for the week beginning Monday, Dec. 1, when the comedian's daytime program of humorous commentary moves from 9:30-9:45 a.m., to the 11:45 a.m. - Noon EST time period on the NBC radio network (Mondays through Fridays).

Miss Baxter, who won an "Oscar" in 1946 for an outstanding performance in "The Razor's Edge," will tell of the Stanislavsky method of acting which she studied under tutelage of the late Madame Ouspenskaya. The screen star, in private life Mrs. John Hodiak and mother of an 18-month-old daughter, is a cooking expert and a collector of rare recipes which she will discuss with Hope during the week.

Bill Goodwin is the announcer and Bill Lawrence produces and directs the five-day-a-week series, which is written by Howard Blake and Freddie Fox.

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NBC-New York, 11/25/52

BOB HOPE SHOW TAKING WITH TIME TWO TWO TWO
AND BAKER TO BE GUEST 'LADY DILLON' TWO WEEKS

Agency heads which have taken will be Bob Hope's show
"Lady Dillon" for the week beginning Monday, May 1, when the comedian's
daytime program of humorous commentary about 9:15-10:00 a.m., to
the 11:15 a.m. - Noon EST time period on the NBC radio network (Monday
through Thursday).

Miss Baker, who was an "Orson" in 1936 for an outstanding
performance in "The House of the Dead", will tell of the statistical
method of acting which she studied under the tutelage of the late Orson
Wells. The actress, who is presently in the role of Miss Holmes and
Wells of an 18-month-old daughter, is a working mother and a collector
of rare recipes which she will discuss with Hope during the show.
Miss Goodwin is the announcer and Bill Thompson is the emcee
and director for five-day-a-week shows, which is written by Howard
Blake and Fredrickson.

EDDIE CANTOR, BOB HOPE, RALPH EDWARDS AND
JOHN C. SWAYZE ARE NAMED DIVISION CHAIRMEN
FOR 1953 MARCH OF DIMES

Four NBC radio and television stars have been named division chairmen of the 1953 National March of Dimes Committee, Basil O'Connor, president of the National Foundation for Infantile Paralysis, announced today.

Committee chairmen, who will direct 1953 March of Dimes entertainment activities in various fields, include Eddie Cantor, March of Dimes of the Air; Bob Hope, Armed Forces Division; Ralph Edwards, National Entertainment Division; and John Cameron Swayze, News Commentators' Division.

These NBC stars will work in cooperation with Howard J. London, director of radio, television and motion pictures for the National Foundation.

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AMERICAN MEDICAL ASSOCIATION HONORS NBC'S JUDITH WALLER
FOR 30 YEARS OF NOTABLE PUBLIC SERVICE IN RADIO

Miss Judith Waller, NBC-Chicago director of public affairs and education, was cited by the American Medical Association for her 30 years of outstanding public service in radio during a recent A.M.A. broadcast on the NBC network.

The citation for distinguished service, authorized by the A.M.A. board of trustees, was presented to Miss Waller by Dr. W.W. Bauer, A.M.A. director of health education. He expressed appreciation to Miss Waller for her many years of cooperation with the association in its radio programs. The "Doctors at Work" series has been presented on NBC in cooperation with the A.M.A. for 17 years.

The citation reads: "The American Medical Association in commemoration of 30 years of outstanding public service in radio broadcasting awards this citation for distinguished service to Judith C. Waller in recognition of her pioneer work in broadcasting educational programs pertaining to health, music, public affairs and child welfare, as well as sports, discussions and forums, and in deep appreciation for her many years of cooperation in the health education radio programs by this and other medical organizations."

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NBC-New York, 11/25/52

AMERICAN MEDICAL ASSOCIATION WOMEN'S JOURNAL
FOR 30 YEARS ON WOMEN'S JOURNAL

It is a pleasure to have the Women's Journal of the American Medical Association, and we are sure that the Women's Journal will be a great help to the women of the profession. The journal is published on the 15th of each month.

The journal is published by the American Medical Association, and is a great help to the women of the profession. The journal is published on the 15th of each month. The journal is published by the American Medical Association, and is a great help to the women of the profession. The journal is published on the 15th of each month.

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an NBC Feature

REALISM IS KEYNOTE OF 'SEARCH,' DRAMA OF NAVAL SEA-AIR
RESCUE IN KOREA, TO BE PRESENTED DEC. 7 ON
'GOODYEAR TELEVISION PLAYHOUSE'

- - -

Navy Aids in Authentic Production, Providing
Special Equipment and Technical Advice

When the Goodyear TELEVISION PLAYHOUSE presents "Search" on
Pearl Harbor Day, Sunday Dec. 7, (NBC-TV, 9:00 p.m., EST), it will
represent the realization of an idea nurtured by producer Fred Coe for
more than a year.

It was about a year ago that Coe decided he wanted to do a
play about a group of men on a raft at sea. He first tried to get the
TV rights to "Kon-tiki and I," the best-selling story and movie about a
group of Norwegian scientists who traveled across the Pacific Ocean on
a log raft. Failing this, he next attempted to do a dramatization of
Eddie Rickenbacher's story, "Seven Came Through," which concerned a
group of airmen forced down into the sea during World War II. He was
able to clear the rights, but unable to reach the seven survivors
featured in the book for personal clearance, as they were then scat-
tered all over the globe. Coe then approached TV writer David Shaw
with his idea, and the two decided that Shaw would write a documentary
play based on a Naval air-sea rescue of fliers forced down at sea,
choosing Korea as their setting -- and this is the theme of "Search."

(more)

Then followed a series of trips to the Navy Department in Washington. Coe and Shaw went together, and at times separately, to speak to Naval experts, question airmen who had just returned from Korea, and to screen film for possible use in the production. Then the script was written and forwarded to Washington for final approval. Delbert Mann was assigned as director and joined Coe and Shaw in their visits to the capital to screen additional film. As he did so, he sat with Navy men and asked innumerable questions. Two main problems faced him -- getting up-to-date film and getting Summer rather than Winter shots, as the men would have been unable to survive in winter weather.

Mann, who was an Army airman during World War II, figures that the production "will be authentic in every respect." In addition to the film and technical advice, the Navy will provide all necessary equipment including the rubber raft, all uniforms and costumes, helmets, oxygen masks and "Mae Wests." In the raft will be all the standard equipment -- dyes, flare gun, first aid kit, rations, paddles, patching kit -- all of which will be used. The Navy will fly an AD-4 single engine attack bomber (which is the type of plane to be used in the story) to Floyd Bennett Field especially so that scenic designer Tom Jewett and director Mann may inspect it. They will also examine the aircraft carrier Wasp, now in the Brooklyn Navy Yard, paying particular attention to the flight deck, the pilot's ready room and the captain's observation post, which also will be shown in the play.

Perhaps the most interesting facet of the production is the life raft set designed by Tom Jewett, and in which more than half of the action will take place. Approximately half of one of NBC's

(more)

largest New York studios will be employed for this single set. The raft, although surrounded by water that will lap up on its sides, will move independently of this water. It will rest on a stand containing springs, which in turn is placed in a ball and socket joint. In this manner, the weight of the three men who will be in the raft will move it up and down as it actually would move in the water, and stage hands will be able to manipulate the back-and-forth and side-to-side motion via cables attached to the base of the joint. A plywood trough covered with rubber sheeting will surround the raft and contain the water. In addition, filmed waves will be shown on a large rear projection screen which will provide the proper background of the large expanse of ocean.

Sixty three scenes will be depicted in "Search," which will include 35 brief film sequences. Featured in the cast will be Gene Lyons, Anthony Ross and Everett Chambers, as the three men lost at sea.

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NBC-New York, 11/25/52

lowest New York studios will be employed for this single year. The
fact, although mounted by water that will be up on its sides, will
be independently of this water. It will rest on a stand containing
springs, which in turn is placed in a tall and round joint. In this
manner, the water of one drive can be left in the tank and move
up and down as it usually would move in the water, and this drive
will be able to manipulate the back-and-forth and side-to-side motion
the camera attached to the base of the joint. A piston through covered
with rubber sheeting will surround the tank and contain the water. In
addition, filmed water will be shown on a large rear projection screen
which will provide the proper background of the large expanse of ocean.
Sixty three scenes will be depicted in "Germany," which will
include 32 white film segments. Filmed in the way will be some
types, Anthony East and Everett Crumbie, as the three men look at sea.

NEW YORK, 11/25/37

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 26, 1952

'MYSTERIES AT MIDNIGHT'

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NBC to Present New Live TV Suspense-Drama Series

Live television drama will take a bold step into the night when NBC launches a new suspense-drama series, MYSTERIES AT MIDNIGHT, Sundays, Jan. 11, 18, 25 and Feb. 1 (NBC-TV, 12:30-1:00 a.m., EST).

Devised and directed by Albert McCleery, well known for his daring innovations in television techniques -- notably the "theatre-in-the-round" with stark backgrounds and strong lighting -- "Mysteries at Midnight" will present psychological dramas with an adult appeal, designed for devotees of late-evening mystery stories.

Two live 15-minute dramas, tied together by a well-known theatre or TV personality who will act as host and narrator, will make up the half-hour of entertainment. Each capsule drama will be especially written for "Mysteries at Midnight."

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 26, 1952

MAJOR ADVANCE IN DISTRICT OF COLUMBIA'S PIONEERING TEST
IN CLASSROOM TRAINING BY TV IS MARKED BY GIFT
OF 25 TELEVISION RECEIVERS FROM RCA

Ceremonies marking a major step forward in the District of Columbia's pioneering experiment in classroom training by television were held tonight in the studios of WNBW, TV outlet of the National Broadcasting Company in Washington.

Dr. Hobart M. Corning, superintendent of schools, formally accepted the gift of 25 television receivers from the Radio Corporation of America, RCA Victor division, in ceremonies telecast from the Wardman Park Studios at 7:00 p.m., EST. Henry G. Baker, vice president and general manager of RCA Victor home instruments department, made the presentation.

The experiment in teaching by television is in the third year in the District. It began in 1950 with the teaching of elementary music to six classes through the facilities of WNBW.

With the continued cooperation of NBC, the teaching program has expanded to include the teaching of music, science, French and Spanish. According to surveys early in October, lessons were being viewed by 14,139 pupils weekly in 438 classes.

(more)

2 - District of Columbia's Classroom Training

In November 1952, sets owned by elementary schools totalled 58, most of the sets being acquired through fund-raising projects of Parent-Teacher Associations. The sets being made available by RCA will be distributed to schools not now having sets on the basis of need and interest. The receivers now are in the hands of Southern Wholesalers, Inc., 707 Edgewood Street, N.E., Washington, D.C. for distribution upon order of the Board of Education.

In announcing RCA Victor's participation in the educational TV project, Walter A. Buck, vice president and general manager of the Company, declared that RCA Victor was keenly interested in the development and potentialities of educational television.

"We appreciate this opportunity to further the cause and aims of your school system in exploring these possibilities, and would be grateful to you for keeping us informed of the results of any future surveys or analyses that you may conduct," Buck said.

Expressing "deep appreciation for this generous contribution" to the Washington schools, Dr. Corning said, "I wish also to acknowledge with appreciation the cooperation of the staff of WNBW in the production of television lessons during the past three years, the generous use of time and facilities made available without cost to the Board of Education, and the continued interest of RCA and NBC in developing educational television in collaboration with the Board of Education of the District of Columbia."

In addition to the ceremonies at the studios of WNBW, there was a reception in the South American Room of the Statler Hotel beginning at 6:30 p.m., for invited guests, including educators, newspapermen, television experts and others interested in educational television. They were joined after the telecast by participants in the telecast itself.

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NBC FILM PHOTOGRAPHER, SAVED FROM DROWNING WHILE
SHOOTING FOR 'SEARCH' RESCUE DRAMA, TO TRY
AGAIN FOR NEEDED BACKGROUND SHOTS

NBC film photographer Herman Kitchen, who narrowly escaped drowning on Nov. 23 while taking background film for the "Goodyear Television Playhouse" production of "Search," will return to the scene of the accident to try again next Saturday.

Kitchen, who was getting film to be used in a documentary film based on a Naval air-sea rescue operation, became a leading character in the real-life drama of his own rescue. Kitchen, who is 29, and a friend, William Callaghan, 40, had set out on Sunday from Long Beach, Long Island, N.Y., in a small rowboat to film waves which will be used on a rear projection screen during the "TV Playhouse" production of "Search" on Sunday, Dec. 7, (NBC-TV, 9:00 p.m., EST). The job completed, they started back toward shore when suddenly a huge wave overturned their small craft, dumping men, film and all equipment into Jamaica Bay. They clung to the side of the boat for a short time, but the strong and treacherous currents began taking them further and further out to sea.

They let the boat go and began swimming for shore, but could make little headway against the tide. After an hour and a quarter in the water they were almost completely exhausted when two men on shore spotted them. Rigging a rope around their waists, the rescuers waded out into the surf and pulled them out of the water.

Both Kitchen and Callaghan were taken to Long Beach Hospital following on-the-scene emergency treatment by the Point Lookout Fire Department. Callaghan is still there, in an oxygen tent, while Kitchen was released Nov. 25.

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November 26, 1952

ADVANCES IN TREATMENT OF DISEASES AND NEW THEORIES
IN PREVENTION OF PARALYTIC POLIO TO HIGHLIGHT
TELECASTS FROM A.M.A. CLINICAL MEETING

FOR RELEASE SUNDAY, NOV. 30

Developments in the treatment of children's diseases, new theories in the prevention of paralytic polio, and advances in the treatment of such adult illnesses as heart disease and cancer will be highlighted in coast-to-coast telecasts from the American Medical Association's annual clinical meeting over the NBC television network Tues., Dec. 2 (9:30-10:00 p.m., EST) and Thurs., Dec. 4 (10:30-10:30 p.m., EST).

Entitled the MARCH OF MEDICINE, these special NBC telecasts will originate in Denver at the A.M.A. meeting, but on both nights there will be remote pickups from hospitals in other parts of the country.

(more)

EDITORS:

The NBC Daily News Report will not be published Thursday, Nov. 27 (Thanksgiving Day).

Publication will be resumed Friday, November 28.

(52.5)

2 - A.M.A. Telecasts

The Dec. 2 program will emphasize developments in the treatment of children's diseases, and some new theories in the prevention of paralytic polio will be reported in a remote pickup from the Children's Hospital in Philadelphia. Other important medical information on pediatrics, including pre-natal, neo-natal and post-natal care, is expected to come from Denver that night.

The second program, on Dec. 4, will emphasize what is being done in adult illnesses, including heart disease and cancer. Remote pickups are scheduled from Johns Hopkins Hospital in Baltimore, and from the University of Southern California Medical School in Los Angeles.

For the second consecutive season the "March of Medicine" telecasts for the lay public and doctors at home are sponsored by Smith, Kline and French Laboratories of Philadelphia in cooperation with the American Medical Association. The first such programs originated at the A.M.A. annual meeting in Chicago last June.

Dr. Roy K. Marshall, whose own NBC television program, "The Nature of Things," has brought science to a vast public, and NBC commentator Ben Grauer will be narrators for the A.M.A. telecasts, which will be produced by Ad Schneider and directed by Charles Christensen. Lou Hazam will write the scripts.

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NBC-New York, 11/26/52

AN NBC SIMULCAST

'VOICE OF FIRESTONE' TO CELEBRATE START
OF 25TH YEAR OF BROADCASTING DEC. 8

Program Noted for Outstanding Music and Artists

Radio's oldest coast-to-coast musical program, "The Voice of Firestone" will start its 25th year of broadcasting on Monday, Dec. 8 (NBC radio and television networks, 8:30 p.m., EST). The program also is in its fifth year as a simulcast.

"The Voice of Firestone" has been a pioneer program from the very start. It has offered fine music, played and sung by the nation's outstanding musical artists, establishing many records. It not only was the first coast-to-coast musical show sponsored on the air, but it also was the first musical simulcast. The Firestone Tire and Rubber Co. also was the first sponsor to enter the television field with a music program after World War II.

The first broadcast of the "Voice of Firestone" was on Dec. 3, 1928, with Hugo Mariani as conductor. The theme song of the program then was "Memory Lane" by Con Conrad. This song will be the first number for the chorus and orchestra on the Dec. 8 simulcast. The opening theme song of the series now is "If I Could Tell You," which started on the program in 1941, and the closing theme is "In My

(more)

Garden," used since 1932. Both of these songs were written by Idabelle Firestone, widow of the late Harvey S. Firestone, the company's founder. Both songs have been recorded by RCA Victor.

Nadine Conner, leading soprano of the Metropolitan Opera, will be the guest soloist for the anniversary program on Dec. 8. She will sing the touching aria "Mi Chiamano Mimi" from Puccini's "La Boheme," "The Touch of Your Hand" by Kern, "Always" by Berlin and "El Relicario" by Padilla.

Howard Barlow will direct the Firestone Chorus and Orchestra in the opening selection, "Memory Lane," and the orchestra alone in "The China Doll" by Leroy Anderson and Verdi's melodramatic overture to "Sicilian Vespers."

Howard Barlow, conductor of the "Voice of Firestone," took over musical direction of the program Oct. 11, 1943. He had been preceded by a noteworthy group of conductors. Following the first conductor Hugo Mariani were William Daly, Rosario Bourdon, Gustave Haenschen, Nathaniel Shilkret, Wilfrid Pelletier and Alfred Wallenstein.

During the first 10 years of the program there was an orchestra of about 35 players, thereafter increased to its present symphonic size. Among the soloists of the first decade were Franklin Bauer, Vaughn deLeath, James Melton, Gladys Rice, Richard Crooks, Gladys Swarthout, Frank Chapman, Rosemarie Brancato, Lucille Manners, Richard Bonelli, John Charles Thomas, Tito Scipa, Giovanni Martinelli, Rose Bampton, Josephine Antoine, Lauritz Melchior and Charles Kullmann among others.

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Many other artists have been heard in the more recent period of Firestone's broadcasts and telecasts including Lily Pons, Lawrence Tibbett, Nelson Eddy, Leonard Warren, Igor Gorin, Thomas L. Thomas, Helen Jepson, Dorothy Maynor, Jussi Bjoerling, Jerome Hines, Cesare Siepi, Oscar Levant, Rise Stevens, Helen Traubel, Bidu Sayao, Patrice Munsel, Ezio Pinza, Eleanor Steber, Christopher Lynch, Jan Peerce and Nadine Conner.

Edwin Dunham, the radio producer of the program, has been in this position for 17 years. Charles Polacheck is the television producer and Hugh James is the announcer.

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NBC-New York, 11/26/52

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